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ABSTRACT

This bibliography lists and describes published and unpublished material relating to mass communications in Singapore, from 1945 to 1973. Most of the items listed are written in English; a limited number are in Chinese. The bibliography is divided into 18 sections: bibliography and reference material; communication theory and research methods; communication (general); media development and characteristics; newspapers; print media; broadcast media; film; laws of mass communication; communication in development; communication teaching and training; mass media in formal education; advertising, marketing, public relations, and management; government communication; international and intercultural communication; social contexts of the media; communication technology; and mass communication periodicals. An author/title index is included. (GW)

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ED149367

Asian Mass Communication
BIBLIOGRAPHY SERIES 6

MASS COMMUNICATION IN

SINGAPORE

an annotated bibliography

Compiled by

Amic Secretariat

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Editors:

Cristina Y. Espejo
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Mass Communication in Singapore; an annotated bibliography contains the available literature on mass communication in Singapore between 1949 and 1976. In spite of the limited coverage from 1945-1973 as indicated in the introduction of this Bibliography series, this compilation attempts to include the readily available materials written beyond 1973 up to 1976 to provide the users of this bibliography an up-to-date source of literature on the subject.

With the exception of audio-visual materials, entries in this compilation are confined to books, parts of books, research studies and surveys, articles from periodicals, seminar papers as well as conference reports. All items listed including materials in Chinese are annotated in English.

This bibliography is based not only on the holdings at AMIC but also on materials available at major, specialised libraries in Singapore. In addition, a number of existing accession lists and bibliographies of publications on and about Singapore have also been consulted.

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Amic

Amic is a non-profit educational institution serving Asia from its headquarters in Singapore. It is jointly sponsored by the Friedrich-Ebert-Stiftung, an independent foundation in the Federal Republic of Germany and the Government of Singapore. Amic is one of several regional documentation centres around the world which, with the encouragement of Unesco, are working to promote the dissemination of information pertaining to mass communication. In addition, Amic also acts as an independent foundation charged with the responsibility of raising the standards of teaching, training, research and practice of mass communication in the region. It meets this responsibility by convening conferences and seminars, by organising refresher courses, by offering consultancy services and through a publication programme, which includes a newsletter, Media Asia, monographs, occasional papers, bibliographies, etc. Its policies and programmes are determined by its general membership on the advice of an elected Committee and the Secretariat.

INTRODUCTION

This bibliography series is unique in that it was compiled as a cooperative project involving partners from ten different countries in Asia. The countries are: Hongkong, India, Indonesia, Korea, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, and Taiwan, with Amic undertaking the compilation for Singapore.

This is perhaps the first time that a comprehensive bibliography of this kind has been attempted to cover the multi-disciplinary fields of mass communication in so vast a region as Asia. While Amic is aware that there are many strong collections of Asian materials in the West, it is convinced that a work of this kind derives added strength because it is compiled in the country of origin and by persons familiar with the work done by their colleagues.

Purpose

This series was initiated and funded by Amic to meet the need expressed at many seminars that there is little or no information about materials on mass communication in Asia. It is hoped that this series will help to map out the existing literature so that future research can be programmed to areas of greatest need. When completed, this series should reinforce the documentation work of Amic as well as provide the jumping board from which trend studies can be made.

Development of project

This project started in January 1973 when cooperating partners, both subject specialists and experienced librarians were contacted to undertake the compilation of materials from their respective countries. Individual agreements were reached with cooperating partners in their individual capacities or through their institutions. A detailed draft outline of the project was circulated for comment.

A small group of nine met in Bangkok on March 31, 1973, to discuss the draft outline. Suggestions, amendments, refinements were made which were incorporated into the revised outline. This not only described the project but also provided adequate details to serve as a kind of compiler's manual so that a certain degree of uniformity could be maintained.

In November 1973, a two-day workshop was called, to which those whose projects had already started, were invited. Progress reports, problems encountered and further clarifications were brought up at the workshop. The meeting also gave coordinators the opportunity to work through the collection at Amic to supplement their own materials. Crucial and important suggestions were made which the secretariat was happy to incorporate into the revised outline.

In a bibliography of this nature, which is the work of many hands and minds distributed over a large region, it soon became evident to Amic that while uniformity of standard was important, flexibility was equally necessary. Because of the need to meet the special requirements of individual bibliographies, it was decided that the bibliography should be issued in separate country compilations. This therefore gave compilers the flexibility of varying the scope and coverage.

Scope and coverage

This series attempts to be comprehensive in covering the multi-disciplinary field of mass communication. Areas such as agriculture, anthropology, community development, economics, education, law, political science, population, public administration, sociology, social psychology, and urban studies were searched for materials on relevant aspects of communication.

All print material whether issued as books, parts of books, pamphlets, conference reports, seminar papers, M.A., Ph.D. theses, research studies, surveys, government annual reports, commission reports etc. are included. Published and unpublished materials included, covered the periods: 1945-1973 and 1960-1973 respectively. Materials in all languages are included. Audio-visual materials, newspaper articles and materials written by Asians about mass communication in Western countries are excluded. Periodical materials are included in some compilations.

Method of compilation

Individual bibliographies were compiled by "coordinators" in each country with Amic coordinating the entire project. Compilations were based on the collections found at key institutions in the metropolitan centres and supplemented by mailed requests or individual visits to selected institutions in other cities. The first

drafts of all bibliographies were mailed to Amic for editorial and bibliographic control. Final printing and proof reading were also undertaken at Amic.

Arrangement

A simple subject arrangement with an author index is adopted. A short descriptive annotation accompanies most titles, except those whose titles are adequately descriptive of their content.

Updating

Depending on the quality of and response to this first exercise, it is hoped that this series can be updated periodically. If resources and time permit, this may be undertaken by Amic, or perhaps by the present cooperating partners themselves.

Acknowledgement

Amic wishes to place on record the fine cooperation which the ten partners in this project so unstintingly gave. Often this took the form of releasing manpower, or of extending the use of institutional facilities, and in a few cases, of shouldering part of the financial expenses of the project. Special thanks too are due to the coordinators who often had to work on their own time and under difficult conditions. Mention too should be made of the many institutions and individuals who assisted the coordinators in bibliographic or secretarial work.

For the bibliography on *Mass Communication in Singapore*, Amic is indeed grateful to Ms. Foo Chay Hong (formerly of Amic) for sorting out the entries and annotating them during the initial stage of the preparation of the manuscripts; for Ms. Cristina Espejo for expanding the listings and finalising the compilation and for Mr. Tan Tiong Liat for his editorial assistance. Amic also wishes to thank the individuals and institutions who have supplied information and all those who have assisted in putting out this bibliography.

Singapore, 1977

Reinhard Keune
Consultant

CONTENTS

I. **BIBLIOGRAPHY AND REFERENCE MATERIAL**
Bibliographies, directories, encyclopaedias of mass communication; glossaries, dictionaries of communication terminology. 1

II. **COMMUNICATION THEORY, RESEARCH METHODS**
General communication theory; research techniques and designs: pretesting, evaluation, questionnaires, etc., problems of communication research in Asia. 5

III. **COMMUNICATION (GENERAL)**
Communication patterns within a given community; the process of communication; interpersonal communication; leadership studies. 5

IV. **MEDIA DEVELOPMENT AND CHARACTERISTICS**
Studies dealing with all media excluding human communication. 10

V. **NEWSPAPERS**
Journalism, reporting, editing, newsphotography; the press and its management; press policy of individual newspapers; newspaper readership studies; responsibilities of the press; freedom of the press; press censorship. 11

VI. **PRINT MEDIA**
Books, magazines, periodicals; printing and publishing of books; libraries, reading habits; consumer behavior as related to print media. 18

VII. **BROADCAST MEDIA**
Radio, rediffusion, television; programme ratings, radio listenership studies and TV viewing patterns and studies. Educational TV: see Mass media in formal education. 25

VIII. **FILM**
Commercial films, documentaries, cartoons, kinescopes; film viewing patterns and studies. 28

IX. **LAW OF MASS COMMUNICATION**
Laws regulating communication and media (e.g. libel, slander, copyright, etc.) press councils, codes of ethics, freedom of speech, national press policies. 29

X. **COMMUNICATION IN DEVELOPMENT**
Campaigns of all kinds — agriculture, community development, literacy, population control, public health, nutrition, with specific reference to the use of communication channels and techniques. 31

XI. COMMUNICATION TEACHING AND TRAINING
Academic courses at undergraduate and graduate levels; training courses for practitioners, e.g.; working journalists, broadcasters, administrators; refresher courses. 36

XII. MASS MEDIA IN FORMAL EDUCATION
Educational TV, instructional TV, broadcasting in schools; use of audio-visual materials in-school and in adult education out-of-school. 37

XIII. ADVERTISING, MARKETING, PUBLIC RELATIONS AND MANAGEMENT
Studies dealing with the communication process in advertising; marketing, public relations and management; studies on consumer behaviour. 44

XIV. GOVERNMENT COMMUNICATION
Government information offices and their work; government propaganda and other studies on information disseminated by governments. 47

XV. INTERNATIONAL AND INTERCULTURAL COMMUNICATION
Communication across national boundaries and across cultures including that within nations with multi-cultural and ethnic communities. 48

XVI. SOCIAL CONTEXTS OF THE MEDIA
Impact and effects of any media on society and on audience; microscopic studies of how society uses media; audience characteristics, role of media; voting behaviour, public opinion. 49

XVII. COMMUNICATION TECHNOLOGY
Technological developments in all media e.g. satellite communication, facsimile newspapers, cable TV, etc. 50

XVIII. MASS COMMUNICATION PERIODICALS
Journals, newsletters, magazines which are specifically devoted to communication; or have regular sections devoted to mass communication subjects. 50

AUTHOR/TITLE INDEX 53

I. BIBLIOGRAPHY AND REFERENCE MATERIAL

1. **AINON binti Haji Kuntum**
   Bibliography [of] Malay newspapers 1876-1973. Penang, 1973. 32p. mimeo.

   A chronological listing of the Malay newspapers published in Singapore and Malaysia. Each entry is made under the title of the newspaper and includes data on date of publication, frequency, names of editors and holdings with location.

2. **AMIC documentation list**
   no. 1-7/8. 1972-73. Singapore, Asian Mass Communication Research and Information Centre, 1972-73. quarterly. List continued in Media Asia; an Asian mass communication quarterly, v.1(1)-. 1974-

   A selective list of Amic's acquisitions of materials on mass communication in Asia. The subject areas covered by the list include agricultural and rural development, communication, social aspects of communication, education, family planning, etc.

3. **AMIC index of periodicals**
   no. 1- 1972- Singapore, Asian Mass Communication Research and Information Centre, 1972-. semi-annual.

   A supplement to Amic's documentation list, it indexes periodicals received regularly by the Amic Documentation Unit and selectively lists articles concerning mass communication in Asia. The first issue of this index covers articles published in 1971.

4. **ASIAN mass communication institutions; teaching, training and research — a directory. Rev. ed. [Singapore] Asian Mass Communication Research and Information Centre, [1975]. 201p.**

   This directory lists 153 institutions in Asia engaged in mass communication teaching, training and research. Identifies research studies completed since 1965, the ongoing studies and the research facilities available at the institutions. It is arranged by country and within each country institutions are arranged alphabetically. Includes also two alphabetic indexes, one of the names of institutions and the other of the names of persons.

5. **ASIAN Mass Communication Research and Information Centre**
   Communication and change in rural Asia; a select bibliography. Singapore, 1973. 50p. mimeo.

   This is the first of the Amic communication bibliographies and is based on the materials available in Amic's

collection. Published and unpublished materials relating to all aspects of communication in 'rural development and change' are included. The bibliography is classified under nine broad subject headings.

6. **ASIAN Mass Communication Research and Information Centre**
List of theses; studies on mass communication in Asia: 1971, 1972, 1973 and 1974-. Singapore, 1973- annual.

This series lists the M.A. and Ph.D. theses titles on mass communication in Asia submitted to colleges and universities in Asia, the United States as well as European countries. It is a classified list which contains bibliographic information and abstracts for most of the entries, an author and title index and a list of institutions polled. The third volume in the series — 1973 and 1974 is a combined publication.

7. **CLEARING House for Social Development in Asia**
Social development in Singapore. [Edited by] Gottfried Voelker and Tai Ching Ling. Bangkok, Friedrich-Ebert-Stiftung, 1975. 131p.

The objectives of this series on social development in the Asean countries are: 1) to identify institutions engaged in social development, 2) to publish an annotated listing of recent publications on social development, 3) to outline the main ideas of publications on social development, and 4) to list on-going research, training courses and activities on social development. This particular issue consists mainly of information about Singapore. It includes a directory of institutions in the field of social development, a classified listing of the latest publications on social, political and economic development, selected abstracts of articles related to social development published between 1972 and 1975 and a listing of on-going research. Amic 005554.

8. **COMMUNICATION fact handbook for Malaysia (with comparative data for Singapore): 1955/66 [n.p. n.d.] iv. (various pagings).**

An unattributed compilation of materials from government census and yearbooks. Contains comparative data for Singapore.

9. **EAST-WEST Communication Institute**
Documents accessions list no. 1- 1970- Honolulu, East-West Centre, 1970- bimonthly.

A listing of the Institute's acquisitions of communication resource materials especially on Asia, the Pacific and the United States. Among the subject areas covered are communication theory and research, intercultural communication, mass communication — general, broadcasting, television, radio and press, agricultural and rural development

communication, family planning communication, etc. Beginning with list no. 15/16, Feb/April 1973 abstracts of titles are included.

10. **ESPEJO, Ma. Cristina Y** comp.
Select list of mass communication periodicals. Compiled by Ma. Cristina Y. Espejo [and] Ng Poh Chuen. Singapore, Asian Mass Communication Research and Information Centre, 1972. 8p. mimeo.

This is a list prepared for the Asian Conference of Editors of Mass Communication Periodicals, Singapore, October 3-6, 1972. It serves as a convenient guide to identify some of the periodicals published in and out of Asia. It includes a few of the better known journals from Europe and America in order to give an idea of the range of possibilities in planning a regional Asian mass communication journal.

11. **LIM, Patricia Pui Huen**
Malaysian newspapers currently published. [Kuala Lumpur, Persatuan Perpustakaan Malaysia, 1965]. p. 56-61, Reprint: Perpustakaan Malaysia, v.1, no. 1, 1965.

Lists current newspapers in Sabah, Sarawak, West Malaysia and Singapore. The newspapers listed according to the language are arranged alphabetically by their titles. Contains information also on the date of first publication, the publisher, the address of the publisher and frequency. Circulation figures are also provided wherever possible.

12. **LIM, Patricia Pui Huen**
Newspapers published in the Malaysian area with a union list of local holdings. Singapore, Institute of Southeast Asian Studies, 1970. 198p. (ISEAS occasional paper no. 2).

A listing of newspapers published in Malaysia, Singapore and Brunei from the earliest times to 1968, arranged first by language, and then sub-arranged alphabetically by the titles. Titles of Malay, Chinese and Indian newspapers are romanised. It contains also place of publication for each newspaper title, holdings in the main libraries and in the collection in the British Museum.

Malaysia-Singapore media annual 1971-72 see 40.

13. **MEDIA directory 1976/77 — Singapore, Malaysia & Brunei Singapore, Association of Accredited Advertising Agents, 1976. 196p.**

This is the sixth issue of the Media Directory. It contains the population statistics of both Malaysia and Singapore, the advertising rates of the press, radio/rediffusion, television, cinema and various publications. It gives statistics on the size of readership and attendance. Technical data for advertising purposes are also given. Included for

the first time are the programme codes and copy policies of both Radio and Television Singapore and Television Malaysia. In addition, there is a new section containing a list of printers, film producers and other suppliers of the advertising industry.

Press Foundation of Asia
Asian press and media directory, 1974 see 41.

14. **SINGAPORE.** Dept. of Broadcasting. Research Unit
Books on radio and television broadcasting. Singapore 1973. 32p. mimeo.

This consists of a list of books and periodicals available in the Research Unit of the Department. Arranged alphabetically according to the authors or titles, this list contains mainly foreign material with only a few titles published in Singapore.

15. **SINGAPORE.** Ministry of Culture
Singapore, 1971-1975. Singapore, 1972. 5v. annual.

Contains a review of various aspects of development in Singapore for the years 1971 to 1975. Its appendices provide statistical information derived from official sources. Under the section on "cultural affairs" are the mass media statistics which include information such as the daily circulation of newspaper, radio and television licences, Rediffusion subscribers, number of cinema halls, seating capacity as well as attendances for the years 1968-1974.

16. **SINGAPORE.** National Library
National Library holdings on microfilm — Singapore and Malaysian newspapers in English. [Singapore] 1969. 7p. mimeo.

A listing of the English newspapers published in Singapore and Malaysia which are available on microfilm at the National Library.

17. **SINGAPORE.** National Statistical Commission
Yearbook of statistics 1974-75. Singapore, 1975. lv. annual.

Contains statistics derived from official sources. It includes, among others under the sub-heading "Culture", the statistics on radio and television licences and rediffusion subscribers, radio and television transmission, cinemas, books at the National Library from 1964-1974 and the National Library membership from 1965-1974.

18. **WORLD film and television study resources; a reference guide to major training centres and archives, by Ernest D. Rose in cooperation with the University Film Association and the International Liaison Center of Film and Television Schools. Bonn, Friedrich-Ebert-Stiftung, 1974. 421p. (FES mass media manual).**

The book is an introduction to film and television schools and archives in 75 countries of the world. It includes a brief description of the facilities available in Singapore.

19. **UNESCO**
World communications; a 200 country survey of press, radio, television and film. 5th ed. Paris, 1975. 533p.

Gives statistics on the mass media in 200 countries including Singapore.

II. COMMUNICATION THEORY, RESEARCH METHODS

CHEN, Ai Ju
Pretesting and evaluation of educational materials used in Family planning programme in Singapore with special emphasis on exhibition and printed material see 132.

20. **CHEN, Peter S J**
Husband-wife communication and family planning in Singapore; survey questionnaire. Singapore, [1972]. 44p. mimeo.

Contains printed interview schedule in English with the Chinese translation beneath each line.

GERAGHTY, J Gordon
Education and research in mass communication in Singapore see 152.

III. COMMUNICATION (GENERAL)

21. **ABDUL Rahman bin Ahmad, Wan**
The island Malays; a study of a group of Malays in an island off Singapore: their life, customs, beliefs, and the degree to which they communicate with other places to meet their various needs. Singapore, University of Singapore, 1960. 88p. (University of Singapore, Social studies theses. Supplementary listing no. 4).

A sociological study of a group of Malays living on an island off Singapore.

22. **CARTER, Timothy**
Mass media in human development in Asia. [Sydney, Film and Television School, 1974] 68p. bibl.

A study conducted for the Films and Television School, Australia from December 1972 to October 1974 in seven countries, Indonesia, Malaysia, Philippines, South Vietnam, Singapore, Taiwan and Thailand which were visited to survey the state of the mass media as well as their role in human development. This report describes the media situation against the political, historical and cultural background of each country and discusses the contribution of the mass media towards development and social justice in Asia and their relevance to Australia. Mention is made of the involvement of Australia in facilitating training schemes, research and cultural exchanges in the mass media, together with the work and activities of various media organisations in the countries visited.

23. **CHANG, Chen-tung**
A sociological study of neighbourliness. In **Yeh, Stephen H.K.** ed. **Public housing in Singapore. Singapore, Published by Singapore University Press for Housing Development Board, 1975. p. 280-301.**

Deals with neighbourly contacts and the relationships that develop among the residents in public housing estates in Singapore. It provides a comparative analysis of neighbourliness among households in the old established squatter community of Woodlands and in the new Housing Development Board estates. Concludes that the limited scope of neighbouring is a social pattern common to many neighbourhoods in Singapore and is not unique to public housing estates.

24. **CHEN, Peter S J**
Elites and national development in Singapore. [Singapore, 1975] 20p. bibl.

Paper presented at the Asian Conference on "Elites and Development" 12 to 18 May 1975, Bangkok, sponsored by Friedrich-Ebert-Stiftung. A study of the structure and role of elites in national development in Singapore. Like other modern societies, Singapore has a plurality of functional elites, such as labour leaders, corporation presidents, Members of Parliament, professionals and so on. However, the power structure is formed by a cohesive power elite which is made up of the political elite, the bureaucrats and the select professional elite.

CHEN, Peter S J
Social stratification in Singapore see 213.

25. **ECAFE.** Population Division
A proposal for a comparative study of communication and related factors affecting husband-wife communication and the practice of family planning in Iran, India, the Philippines and Singapore. Bangkok, 1971. 75p. mimeo.

Theoretical, methodological, and operational details of a proposed study to gather various data on family planning

communication such as sources of information, interpersonal and mass media, their availability and use, pattern of communication between husband and wife. Includes sampling schemes for Iran, India, Philippines and Singapore, the interview schedule, measurement instrument for value orientations of husbands and wives, a guide and a manual for interviewers.

26. **GEORGE, T J S**
Lee Kuan Yew's Singapore. [London] Andre Deutsch [1973]. 222p. bibl.

A book that chronicles the Singapore Prime Minister's rise and rule, his personality, aspirations, philosophy and methods. Of particular interest to students of mass communication is chapter 8 entitled "The mould of conformism" which discusses his attitude towards communication in general and the mass media in particular.

27. **GIBBONS, D S**
Political tutelage in rural Singapore: the measurement and analysis of the cognitive political culture of some Chinese farmers, by D. S. Gibbons and Chan Heng Chee. In **Journal of Southeast Asian Studies, 2(2), Sept. 1971, 100-114.**

Discusses the findings of a sample survey which focuses on the content, creation and consequences of political awareness amongst farmers in rural Singapore. Two hundred and nine Chinese farmers were interviewed for this survey which also identified their possible sources of political information. The sources of information for these farmers were ranked according to the order of importance as follows: discussions with neighbours, newspaper reading, formal education, use of government community centres, family discussions and contact with clan associations.

28. **HARRIS, H T B**
Communications. In **ETV, 10(2), Dec. 1975, 20-23.**

This is a reprint of a paper presented at the Seminar on Staff Management held from September 8-13, 1975 in Singapore. Deals with the process of communication, barriers to effective communication and the role of gatekeepers.

29. **HASSAN, Riaz**
Social status and bureaucratic contacts among public housing tenants in Singapore. Singapore, Institute of Southeast Asian Studies [1972]. 16p. mimeo. (Institute of Southeast Asian Studies occasional paper no. 10).

This paper is a revised version of the one presented by the author at an international conference on "Modernization in Southeast Asia" sponsored by the Institute of Southeast Asian Studies on January 16-21, 1971. The aspects discussed include the problem of popular response

to change and the interaction of bureaucracy and the public in a changing social environment. Data used in the study are based on the "Housing and Development Board Sample Household Survey, 1968", jointly carried out by the Statistics and Research Department, Housing and Development Board and the Economic Research Centre, University of Singapore, under the direction of Dr. Stephen Yeh.

30. **HASSAN, Riaz**
Some sociological implications of public housing in Singapore. In **Southeast Asian journal of sociology, 4, 1969, 23-26.**

Traces the development of public housing in Singapore and discusses some sociological implications of public housing due to rapid urbanisation of Singapore. Discussed also are its effect on inter-group relations, the social isolation, destruction of the old community solidarity, and the breakdown of the extended family system.

31. **Mr. HOWE Yoon Chong's comments on communication.** In **Management development, 12, Jun 1976, 4-5.**

The head of the Singapore Civil Service answers questions concerning the communication process in Singapore's public sector.

32. **LIM, Lena**
Legal and social status of women in Singapore. 13p. mimeo. In **Asian Consultation on Women and Media,** Hongkong, **1976. [Papers]. Hongkong, Center for Communications Studies, The Chinese University of Hongkong, 1976.**

Contains an objective and subjective assessment of the legal status of women in Singapore as reflected in law and official government policy and practice. Traces the social status through women's status in education, at work, at home, at leisure, in community service and her status vis-a-vis the mass media. Concludes that it is through the reexamination of issues which include among others the media's image of women that the real status of women can be uplifted.

33. **ONG, Boon Geok**
The social structure of the resettled Malay community in Geylang Serai, Singapore. In **Nanyang quarterly; a review of Southeast Asian Studies, 4(1/2), Jun 1974, 44-63.**

Report of a study is to examine the impact of resettlement on Malay life styles, particularly in their social and neighbouring interaction, their kinship ties and their religious practices.

34. **REYNOLDS, Robert P**
Communicating with people. In **The Community touch. A report of a youth train-in camp held at Kampong**

Tengah Holiday Camp, Singapore, 1975. Edited by Kirpal Singh. Sree Narayan Mishra Counselling Service, 1975, p. 7-15.

Explores the inability of man to communicate effectively. Points out that the greatest failing is a lack of sensitivity. Suggests ways of practising and achieving sensitivity, particularly through exercises involving group participation.

35. **SEMINAR on Mass Communications and Production Management, Singapore, 1976**
[Papers] Singapore, Singapore Production Management Association, 1976, 17p. mimeo. Chinese

A one-day seminar organised for the benefit of those working in the industrial and commercial sectors to enable them to become better acquainted with the term, "mass communication". Papers presented at the seminar include 1) The impact of socio-psychological factors on industrial production; 2) The relationship between mass communication and production management; 3) The relationship between mass communication and economic development; and 4) Meta's marketing answer to solve production management problems.

36. **YAP Boh Tiong**
Community centres in Singapore with special emphasis on efficiency. Singapore, University of Singapore, 1972, 214p. illus. mimeo. thesis (M. Soc. Sc.).

Report of a study that investigates the goals, effectiveness, leadership and efficiency of the community centres under the administration of the People's Association in Singapore. After discussing the goals of the People's Association and presenting a historical description of the early establishment of the Community Centres, the study examines the efficiency, effectiveness, adaptiveness, job-satisfaction and stratification in the community centres. Analysed also are the functions of the different executive and professional staff in the backdrop of educational achievements, linguistic competence and interaction patterns. Appendix includes a copy of the questionnaire, People's Association Ordinance of 1960 and the People's Management Committee Rules of 1964.

37. **YEH, Stephen H K** ed.
Public housing in Singapore; a multi-disciplinary study. Singapore, published by Singapore University Press for the Housing Development Board, 1975. 380p.

Describes the Singapore approach to public housing; discusses the administrative, financial and technical inputs including its social and economic consequences. Chapters 11 and 12 present an analysis of contacts among residents in the public housing estate and their exposure to, as well as the time spent on, the mass media.

38. **YEUNG, Yue-man**
Life styles compared: squatters and public housing residents, by Yeung Yue-man and Stephen H. K. Yeh. In Yeh, Stephen H. K. ed. Public housing in Singapore; a multi-disciplinary study. Singapore, published by Singapore University Press for the Housing Development Board, 1975, p. 302-324.

A cross-sectional comparative study of life-styles in two types of living environments based on the time-budget method of survey. It examines the productive, social and leisure activities of residents in the squatter community of Woodlands and two Housing and Development Board estates in the central city area. Included is an analysis of the respondents' time-allocation for the mass media as well as for interpersonal contacts with family members and neighbours. Television-viewing seems to occupy a key role in the recreation pattern of the residents in Woodlands squatter community as well as in the public housing estates.

IV. MEDIA DEVELOPMENT AND CHARACTERISTICS

39. **BETTS, R H**
The mass media of Malaya and Singapore as of 1965: a survey of the literature. Cambridge, Mass., Center for International Studies, Massachusetts Institute of Technology, 1969. 142. illus. maps. mimeo.

The report summarises the data collected from a survey of the available literature describing the mass media communications structure of Malaysia and Singapore. Chapter II covers the electronic mass media and is divided into three sections. While the first section discusses various facets of radio broadcasting, sections two and three deal with television broadcasting and films and cinema respectively. Discussed also are the print media and government publishing in Chapter III of the book.

40. **MALAYSIA-Singapore media annual 1971-72. Singapore, Association of Accredited Advertising Agents Malaysia & Singapore. Iv. annual.**

This annual contains most of the media information relevant to Malaysia and Singapore at the time of production. It is arranged into the following sections: Press, publications, radio and TV, cinema and out-door media. The cinema section, for example, lists each cinema, the seating capacity, average shows per week, average weekly attendance and so on.

Media directory 1976/77- Singapore, Malaysia and Brunei see 13.

41. **PRESS Foundation of Asia**
Asian press and media directory, 1974-. Manila, 1974-. annual.

A directory of the press, radio, television, advertising and public relations in almost all countries in Asia including Singapore. Information is organised by country and then arranged by media.

42. **SINGAPORE.** Ministry of Culture. Publicity Division
Singapore '72-. Singapore, 1972-. annual.

The official yearbook giving an overall picture of government and administration, political, economic, social and cultural developments in Singapore for the year under report. Contents include a brief review of the state of the mass media such as films, radio and television as well as a report on library services which serve to promote reading interest in the Republic.

SINGAPORE. National Statistical Commission
Yearbook of statistics 1974/75 see 17.

UNESCO
World communications; a 200 country survey of press, radio, television and film see 19.

43. **WONG, Soon Chong**
General survey of the business of mass communication in Singapore (Nov. 1971-Mar. 1972) Interim report. Singapore, Institute of Asian Studies, Nanyang University, 1972. [32]p. mimeo.

The survey covers the newspapers, magazines, TV and radio, the book industry, the film industry, advertising, public relations service and the imported mass media. The report includes a summary of the findings on the press, TV and radio, and recommendations. Information regarding the local press staff, contents of the local papers and the programmes of the broadcast media have been provided in tabular forms.

V. NEWSPAPERS

ADVERTISERS' Association of Malaysia and Singapore
A review of advertising in Singapore and Malaysia during early times see 193.

AINON binti Haji Kuntum
Bibliography [of] Malay newspapers 1876-1973 see 1.

44. **ARASARATNAM, Sinnappah**
Indians in Malaysia and Singapore. Kuala Lumpur,

Oxford University Press for the Institute of Race Relations, 1970. 214p. illus.

Describes the newspapers and journals of interest to the Indian community of Malaysia and Singapore.

45. **CHEN, Mong-hock**
The early Chinese newspapers of Singapore, 1881-1912. Singapore, University of Malaya Press, 1967. 171p. illus. bibl.

Discusses the preliminary stage of Chinese journalism in Malaya and traces the establishment of the first Chinese daily newspaper in Singapore, the Lat Pau, and the other early Chinese newspapers, against the background of the social conditions of nineteenth-century Malaya and China. Included in the appendix are a bibliography and two editorial extracts taken from the Sing Po and the Lat Pau dealing with the early Chinese newspapers.

46. **CHEN, Yun-lo**
[A historical account of the local Chinese press]. Singapore, Nanyang Siang Pau, 1962. Chinese.

History of the Chinese press in Singapore and Malaya.

47. **CHOPRA, Pran**
Singapore shows how to control the press — buy it. In **Media Asia's communication industry (Hongkong), 2(11), Jan 1975, 4.**

Describes the provisions of the Newspapers and Printing Presses Act, 1974 which came into force in January 1975 in Singapore. Discussed also are the effects of the Act on the journalists' initiative and the development of journalism of the government information service variety.

48. **CHUA, Leong Kian**
Content analysis of Nanyang Siang Pau. **[3]p. mimeo. [Report submitted at the Amic Refresher Course on Mass Communication, 4th, Singapore, 1975].**

Describes briefly the features of Nanyang Siang Pau (Singapore edition) and analyses its one-week issue from Feb 28 to Mar 6, 1975, showing the percentage distribution of news according to source and content.

49. **GLATTBACH, Jack**
[Mass media in] Singapore, by Jack Glattbach and Mike Anderson. In **The Asian press. Seoul, Readership Research Centre, Press Foundation of Asia, 1971. p. 146-153.**

Dealing with the press and the broadcast media in Singapore, this report discusses the newspaper circulation, the news agencies, newsprint, printing machinery, media advertising and the broadcasting services of Radio

and Television Singapore and Rediffusion. It also provides figures showing the literacy levels and adult audiences for the mass media in West Malaysia and Singapore together with a list of newspapers published in Singapore.

50. **GLATTBACH, Jack**
Singapore, Malaysian press still "oppressed." In **Media Asia's communication industry (Hongkong), 1(2), June 1972, 14-17.**

Discusses the measures undertaken by both the Singapore and the Malaysian governments in controlling the press and urges the press to improve its own image by raising reporting standards.

51. **HSU, Yun Ts'iao**
Fifty years of Chinese journalism in Singapore and Malaysia. Reprint: Nanyang digest, 8, Feb 1967, 113-116. Chinese.

Traces the history of the press in both countries from the time when the first Chinese newspaper was established in 1815 to 1960. Against the background of world events, the article discusses both the major as well as minor newspapers that flourished in the region at that time.

52. **HU, Chiao**
Twenty years of journalism in Singapore after World War II. Reprint: Nanyang digest, 8 Apr 1967, 255-256. Chinese.

A televised interview in which a newspaper publisher reviews the press situation in the post-war period. Examines the impact of various political and social events on the local press and concludes with an optimistic outlook for the newspaper industry in Singapore.

53. **INTERNATIONAL Press Institute, Zurich**
The Singapore government and the press. Zurich, [1971] iv. (various pagings), mimeo.

An I.P.I. report, giving an account of the Singapore government's actions against three Singapore newspapers, the Singapore Herald, the Nanyang Siang Pau and the Eastern Sun and statements made by ministers and by the editors and publishers of papers. It also contains resolutions on the press situation in Singapore and extracts from the Singapore Prime Minister's speech to the I.P.I.'s annual assembly in Helsinki in 1971.

54. **KANAYSON, A**
The newspapers of Singapore, 1824-1914. In **South seas society journal, 18(1/2), 1964, 31-95.**

An essay on the history of the early English-language newspapers in Singapore. Describes the literary style, the editorial policy, the news coverage and the layout of each

paper in detail. The footnotes provide extracts from interesting articles published in the various newspapers in those days.

55. **KUAN, Chu-pu**
[The souvenir issue of the tenth anniversary of the Sin Chew Jit Poh] Singapore, 1940 lv. Chinese.

A publication to commemorate the tenth anniversary of the start of the Sin Chew Jit Poh which began publication in 1939.

56. **LEE, Kuan Yew**
Freedom of the press in developing countries. In **Periscope, (New Delhi), (50), Sep-Oct 1971, 16-22.**

Full text of the Prime Minister's speech delivered at the 20th General Assembly of the International Press Institute held in Helsinki 1971, explaining the firm measures he had to take against some newspapers — in view of the over-riding needs for national unity and integrity.

57. **LEE, Kuan Yew**
[The mass media and its role in developing countries]. Singapore, Publicity Division, Ministry of Culture, 1972. 16p. mimeo.

Summary of a speech by the Prime Minister at the Press Club dinner held at Hilton Hotel on Nov. 15, 1972. The Prime Minister speaks on the freedom of the press, and requests the media to cooperate with the government policy. The ethics and duties of media practitioners are questioned, and the press is cautioned against the danger of upsetting the more traditional values due to exposure to certain types of foreign programmes.

LIM, Patricia Pui Huen
Malaysian newspapers currently published see 11.

LIM, Patricia Pui Huen
Newspapers published in the Malaysian area with a union list of local holdings see 12.

58. **MARINA, Samad**
Early Malay journalism; Jawi Peranakan and the first Malay newspapers. In **Leader (Kuala Lumpur), (1), Jan 1972, 18-22.**

The first part of the extracts from the paper "A survey of the Malay vernacular press". It traces the development of the early Malay newspapers from 1876 to 1931, most of which were founded in Singapore. Discussed also are the editorial policies, the news coverage and the readership of the papers.

59. **MARINA, Samad**
Enter the Utusan; Malay journalism in the 20's and 30's. In **Leader (Kuala Lumpur), (2), July 1972. 5-10.**

Continues the story of the Malay newspapers in Malaya and Singapore and concludes with a discussion on the establishment and rise of "Utusan Melayu". Includes a listing of Malay newspapers and periodicals published between 1876 and 1941 and a select bibliography.

MEDIA directory 1976/77 — Singapore, Malaysia & Brunei see 13.

60. **POLSKY, Anthony**
Lee Kuan Yew versus the press. Reprint: Pacific community, 2, Oct 1971, 183-203.

Text of a talk delivered to the Hong Kong Foreign Correspondents Club in July, 1971 by Anthony Polsky, an American correspondent who was expelled from Singapore at the height of the press controversy in Singapore. Sums up the events leading to the crackdown on three Singapore newspapers, **the Singapore Herald, the Nanyang Siang Pao** and **the Eastern Sun**. Comments on his expulsion from Singapore.

61. **[The PRESS in] Singapore. In The Asian press, 1970. Seoul, Readership Research Centre, 1970. p. 154-155.**

A brief description of the press in Singapore in 1970 giving statistics on population, newspaper circulation, radio and television sets. Lists the local daily newspapers in Singapore giving details of the foundation date, publisher, editor's name, circulation figures and language of the newspapers.

62. **PRESS-police relations on the rocks**
In Media Asia's communication industry (Hongkong), 2(12), Dec 1975, 22.

Reports on several incidents involving press and police in Hongkong, Singapore and Indonesia.

63. **[SEMINAR on] what the Industrial and Commercial Sectors Should Know About Our Newspapers, Singapore, 1975 [Report]. In Souvenir magazine of Metropolitan YMCA Public Relations Club, 1975, p. 41-47. Chinese.**

Report of the proceedings of the seminar, organised by the Singapore Production Management Association. Papers presented discuss the newspaper advertisements and editorial policy; the social responsibility of the press; newspaper management; and the relationship between industrial and commercial sectors and newspapers.

64. **SHARP, Ilsa**
Singapore waves the muzzle. In Far eastern economic review (Hongkong), 84(15), Apr 15, 1974, 16-17.

Discusses the implications of the new Newspaper and Printing Presses Bill, tabled before Parliament. The imme-

diate effect of the Bill is that all newspaper companies are required to go public. Contends that the Bill is aimed primarily at the two major Chinese language dailies, **Nanyang Siang Pao** and **Sin Chew Jit Poh**.

65. **SHARP, Ilsa**
The press: through a glass ... distortedly. In **New directions, 2(1), Sep 1975, 6-11.**

Gives a cross-section of foreign opinion on Singapore culled from the press, journals and books.

66. **SINGAPORE.** Ministry of Culture
Press list 1960-. Singapore, 1960-. lv. annual.

Annual list compiled by the Press Section of the Ministry of Culture. Lists local newspapers, the names and addresses of their senior staff as well as representatives of the various news agencies, foreign correspondents and other news organisations stationed in Singapore. The press attachés of the British Armed Forces, the Public Relations Officers of the Far East Command are also included in the list.

SINGAPORE. Ministry of Culture
Singapore 1971-1975 see 15.

SINGAPORE. National Library
National Library holdings on microfilm — Singapore and Malaysian newspapers in English see 16.

67. **SINGAPORE government press statement [on the detention of senior executives of** Nanyang Siang Pao**] [Singapore, Ministry of Culture, 1971]. 6p. mimeo.**

Explains the Singapore government's action against the general manager and two senior employees of the **Nanyang Siang Pao**. Gives an account of how the paper embarked on a deliberate campaign to stir up Chinese racial emotions.

68. **SINGAPORE government press statement [on the Eastern Sun]. [Singapore, Ministry of Culture, 1971]. 4p. mimeo.**

Discloses the black operation behind an English language daily in Singapore, **the Eastern Sun**. Gives an account of how a Communist intelligence agency based in Hong Kong attempted to manipulate the newspaper.

69. **SINGAPORE Press Club**
[Singapore Press Club handbook]. Singapore, 1975. 36p.

Describes the aims, categories of memberships, fees, monthly subscriptions, application for membership and the membership privileges of the Singapore Press Club. Lists the names of members as at first July 1975 and their office and home address. Also lists the names of the manage-

ment committee for the year 1975-1976. A membership application form of the Singapore Press Club is also included.

70. **SOH, Tiang Keng**
The Singapore press: its role in a multi-racial city-state, Honolulu, East-West Communication Institute, East-West Center, 1971. 16p. mimeo.

Paper presented at the East-West Communication Institute Seminar. Discusses the multi-lingual press in Singapore, giving an outline of the history of the newspaper industry as well as some brief information on the other influential forms of mass-media in Singapore. Examines the role of the press and press freedom in Singapore. Points out the important role played by the Singapore press in the social development and industrialisation of the country. Asserts that the Western concept of press freedom cannot be applied in toto.

71. **SOH, Tiang Keng**
A survey of newspapers in Singapore today. In **Commentary, 4(1), Sep 1971, 5-20. (Paper presented at the Jefferson Fellowship Seminar at the East-West Communication Institute, East-West Center of the University of Hawaii on March 29, 1971].**

Outlines brief history of the English, Chinese, Malay and Indian newspapers. Press freedom and responsibility in the context of Singapore's multiracial and multi-cultural society as well as the role of the press as an agent for social change are discussed. An optimistic outlook is predicted for the future role of the press in Singapore.

72. **SOUTHEAST Asia Press Centre**
The print and broadcasting media in Singapore. Kuala Lumpur, [1971]. 13p. illus. mimeo.

This report deals with the background information on the newspaper industry and the economy and population in Singapore and includes a discussion on the media circulation, the news agencies, the newsprint, printing machinery and media advertising in Singapore. The appendix contains newspaper circulation figures for Singapore and the 1970 figures on literacy levels and adult audiences for the mass media in West Malaysia and Singapore.

The STRAITS Times Press
The Straits Times marketing index see 202.

The STRAITS Times Press. Research and Statistics Dept.
Australia — Malaysia and Singapore; a special presentation see 203.

TAN, Cheng Guan
A responsible press see 147.

73. TAN, Peng Siew
[The press in] Malaysia and Singapore. In Lent, John A. The Asian newspapers' reluctant revolution. Ames, Iowa State University Press, 1971. p. 179-190.

The paper, while briefly tracing the historical background of major and minor newspapers published in English, Chinese, Malay and Tamil in Singapore and Malaysia, outlines some major problems confronting the press.

74. TANG, Ming
Chinese newspapers in Singapore and Malaysia. Reprint: Nanyang digest, 9, Mar 1968, 163-166. Chinese.

An analysis of the Chinese press with special emphasis on its role in nation-building and national development. Points out that in various ways, the Chinese papers of today are an improvement over their predecessors, taking into consideration not only the technological advances that have been made, but also the editorials and contents of the papers themselves.

WONG, Soon Chong
General survey of the business of mass communication in Singapore see 43.

75. UNIVERSITY of Singapore Students Union
Seminar on mass media in Singapore, July 18, 1971. Singapore, 1971. 61p. illus. mimeo.

A compilation of papers presented for discussion at the seminar. The papers were:- "Commercialization of the mass media," "Mass media and nation building" and "A responsible press," "Nation building and the press," "Planning in Singapore; means without ends," and "The Singapore press: its role in a multi-racial city-state." Contains also the text of the Singapore Prime Minister's speech, Mass media and the new countries," and the address delivered at the general assembly of the International Press Institute in Helsinki in 1971.

76. YUSOFF bin Ishak
Utusan Melayu sepuloh tahun. (Ten years of the Utusan Melayu). Singapura, 1949. 257p. illus. Jawi.

A history of the Utusan Melayu from its beginning in 1939.

VI. PRINT MEDIA

77. ABDUL Aziz bin Hussain
Penerbitan buku dan majallah Melayu di-Singapura di-antara bulan September 1945 dengan bulan September 1958. (The publication of Malay books and periodicals in Singapore between September 1945 and September 1958). Singapore, University of Malaya, 1959. 99p. bibl. Academic exercise (B.A. Hons.). Malay.

This is a survey of all books and journals published in the Malay language during 1945-1958 in Singapore. The printing industry, the contents of the books and their marketing are also discussed.

78. **ALFRED, Maureen Premala**
The Asian co-publication programme: the Singapore experience. In **Singapore book world, 6, 1975, 3-4.**

The Asian Co-Publication Programme, a scheme co-ordinated by the Asian Cultural Centre for Unesco and the Tokyo Book Development Centre, represents the first extensive Asian effort to provide a collection of children's stories, indigenous to the region in national language editions. Discusses also the various problems faced and the publishers' suggestions on how to overcome them.

ASIAN omnibus survey see 194.

79. **BYRD, Cecil K**
Books in Singapore; a survey of publishing, printing, book-selling, and library activity in the Republic of Singapore. Singapore, Chopmen Enterprises, 1970. 161p. bibl.

A study of the book industry in Singapore covering such topics as book publishing, printing, book-selling, textbooks, censorship legislation, pirated books and copyright. Includes also a survey of libraries in Singapore as well as a discussion of the Library Association and the library profession in Singapore. Some major past and current bibliographical projects in Singapore are examined. The appendices contain the membership lists of the book trade associations, the student enrolment at the educational institutions of Singapore, etc.

80. **BYRD, Cecil K**
Early printing in the Straits Settlements, 1806-1858. Singapore, National Library, 1970. 53p. illus. bibl.

A preliminary survey of early printing in Penang, Malacca and Singapore drawn from the collection of the National Library of Singapore, the University of Singapore, the Penang Public Library and the University of Malaya. It covers also the records of the East India Company in the National Archives of Singapore and includes an annotated checklist of imprints from 1806 to 1858.

81. **BYRD, Cecil K**
Printing in Singapore and the United States: some similarities and contrasts. In **Singapore book world. 1(1), 1970, 20-21.**

Gives an outline of the dimensions of the printing industries in both countries, examining the size of the work force, the production technology, the staff training facilities, the total output and export values.

82. **CHEONG, Kun Fatt**
The printing and allied trades in Singapore. In **Singapore book world, 2(1), Jun 1971, 15-16.**

A brief summary of the printing and allied trades in Singapore with information on the number and size of the printing establishments, the equipment, the products and the annual sales. Includes a brief discussion on the future outlook of the printing industry in Singapore.

83. **CHIA, Hearn Chek**
Moving into the international market in children's book publishing. In **Singapore book world, 1(2), Dec 1970,** 67-68.

This article argues that there is great potential in the field of children's book publishing which so far does not seem to appeal to local publishers. Suggests how local publishers could improve the quality of their products, emulate the example of Japan and tap the world market.

84. **CHIA, Howard S K**
The Singapore Educational Media Service Instructional Materials library. In **ETV, 9(4), Jan 1975, 19-22.**

Describes the SEMS Instructional Materials Library and its holdings. Gives the subscription rates and the loan procedure for the materials as well as the cataloguing system and facilities available. Also gives several suggestions on the care and handling of films to avoid unnecessary damage.

85. **CHOPRA, N T S**
The Asian publisher: his problems and opportunities. In **Regional Seminar on Book Publishing,** Singapore, **1969. Book publishing in Asia; [a report]. [Singapore, Singapore Book Publishers Association, 1970].** p. 13-15.

Outlines the problems facing the Asian book publishers; suggests solutions to some of these problems and discusses the opportunities for the book publishing industry in Singapore.

86. **CHOPRA, N T S**
Scholarly publishing in Singapore. In **Singapore book world, 6, 1975, 5-8.**

Examines the scholarly publishing scene in Singapore with an outline of the publication programme of various organisations and institutions which have brought out scholarly books and journals in Singapore. Also discusses some of the difficulties encountered by the local publishers in publishing scholarly works.

87. **FOSTER, Rev. Robert**
Bookselling as a community service. In **Singapore book world, 2(1), Jun 1971, 7-8**

This article suggests various ways in which a bookseller could obtain books from overseas. Also comments on how the bookseller could streamline his system of processing orders. Considers booksellers as having an important role to play in the educational programme of the community.

88. **GOH, Michael**
Distribution of textbooks in Singapore. 4p. mimeo. In Seminar on the Role of Educational Materials in Singapore Schools, Singapore, **1973. Singapore, Singapore Book Publishers Association, 1973.**

Points out two methods of distributing textbooks in Singapore namely, by contract between the school and the bookseller and by direct retailing. Also suggests that steps should be taken to register the three different kinds of business operation in schools vis-a-vis school textbooks, stationery supplies with standardisation of quality and prices and school sports equipment dealers, in order to raise efficiency and provide a better service.

89. **GOPINATHAN, S**
The economics of textbook publishing in Singapore. 11p. mimeo. In Seminar on the Role of Educational Materials in Singapore Schools, Singapore, **1973. Singapore Book Publishers Association, 1973.**

Outlines the characteristics of the market in textbook publishing. Discusses the problems faced by textbook publishers in relation to administration, distribution, sales and publicity, and editorial and production expenses.

90. **HASSAN, Abdul**
The Singapore book scene: an outsider's view. In Singapore book world, 6, 1975, 1-2.

Outlines the book distribution, publishing and printing activities in Singapore. Points out the various problems faced by the local publishing industry and calls for the streamlining and rationalization of the entire book distribution system in Singapore. Describes also the efforts of the National Book Development Council of Singapore to promote books and book-mindedness in the Republic.

91. **ISAACS, John**
Educational publishing in Singapore. 5p. mimeo. In Seminar on the Role of Educational Materials in Singapore Schools, Singapore, **1973. Singapore, Singapore Book Publishers Association, 1973.**

Paper deals with the state of textbook-publishing in Singapore. Accounts for the dearth of good writers and the need for publishing houses to employ editors.

92. **ISMAIL bin Hussein**
Pengarang Melayu di-Singapura sa-lepas Perang Dunia II (1948-58). (Malay authors in Singapore after World

War II 1948-58). Singapore, Jabatan Pengajian Melayu, Universiti Malaya, 1959. 55p. bibl. Academic exercise (B.A. Hons.). Malay.

History of Malay authorship in Singapore after World War II.

93. **JESUDASON, S E**
Audio-visual materials. 7p. mimeo. In **Seminar on the Role of Educational Materials in Singapore Schools,** Singapore, **1973. Singapore, Singapore Book Publishers Association, 1973.**

Considers audio-visual materials under four sub-headings: 1) print visual materials; 2) audio-materials; 3) multi-media kits; and 4) sophisticated teaching materials. Also describes availability and utilisation of such materials in Singapore schools.

94. **JOSEY, Alex**
Judgement: a warning to correspondents. In **Far eastern economic review (Hongkong), 86(49), Dec 13, 1974, 30.**

A Singapore stringer for 'Newsweek', was fined by the Singapore High Court for contempt of court in relation to an article entitled "Singapore — selective justice" in the magazine's November 11, 1974 issue. It served as a warning for some 60 foreign correspondents and stringers in Singapore, most of the latter group being Singaporeans, who work for international news agencies and newspapers and magazines published abroad.

JOSEY, Alex
Lee acts to eradicate press "poison" see 124.

MEDIA directory 1976/77 — Singapore, Malaysia & Brunei see 13.

95. **MOORE, Donald**
First Singapore International Book Fair. In **Singapore book world, 2(1), Jun 1971, 2-3.**

This article supports the raison d'etre of the Singapore Book Fair which was held with the objective of bringing together as many publishers in Asia as possible to discuss the sale and leasing of rights by one publisher to another and other forms of co-publishing. Expresses the hope that more Asian publishers will realise the benefit of such book fairs and will participate on a wider scale in future fairs.

96. **MOORE, Donald**
Publishing problems needing the cooperation of the government. In **Regional Seminar on Book Publishing,** Singapore, **1969. Book publishing in Asia: [a report]. [Singapore, Singapore Book Publishers Association, 1970]. p. 32-34.**

Puts forward the views of the Singapore Publishers Association with regard to government's assistance to publishing endeavours in the Republic. Suggests ways in which the government can be induced to assist the publishing industry to expand its volume.

97. **PERUMBULAVIL, Vilasini**
Ancillary materials: library books in the school. 12p. mimeo. In **Seminar on the Role of Educational Materials in Singapore Schools,** Singapore, **1973. Singapore, Singapore Book Publishers Association, 1973.**

Discusses the role of library books in the schools. Briefly describes the various categories of books that are basic to a library collection in primary and secondary schools.

98. **PERUMBULAVIL, Vilasini**
Books in the lives of children and young people. In **ETV, 6(3), Mar 1972, 8-13.**

Dealing with the promotion of reading among children and young people, this article discusses the book promotional activities in Singapore. It also examines the factors that favour or hamper such activities and concludes with a brief outline of the promotional efforts on the international scene.

99. **RAMACHANDRAN, R**
Workshop on creative writing at the National Library, by R. Ramachandran and Ong Teong Hean. In **Singapore libraries, 5, 1975, 10-15.**

A report of the workshop organised by the Young People's Section of the National Library to give the young participants some background on creative writing and to help them develop their skills as writers. Topics discussed at the workshop include the historical background of creative writing in Singapore, creative writing in schools and publishing creative writing in Singapore. Also contains short excerpts of selected creative works mainly in the form of poems submitted by the participants.

100. **REGIONAL Seminar on Book Publishing,** Singapore, **1969 Agenda and working papers of the Regional Seminar held on 21-25 March 1969. Singapore, Singapore Book Publishers Association, 1969. iv. (various pagings).**

Seminar sponsored jointly by Franklin Book Programs Inc. U.S.A. and Singapore Book Publishers Association. Contents include the agenda for the seminar, working papers and a list of resolutions drawn up at the seminar.

SINGAPORE. National Statistical Commission
Yearbook of statistics, 1974/75 see 17.

101. **SUNG, Ming Sun**
A survey of the reading habits of Nanyang University

undergraduates. Reprint: The Huntsmen magazine, (1), 1969, 28-33. Chinese.

Report of a survey on the reading habits during leisure hours of Nantah undergraduates in which two hundred and eight sociology students were interviewed. The findings include information concerning the kind of books the students would like to read, the preferences of male and female students, their favourite authors, the reading of newspapers and other periodicals as well as the students' attitude towards Chinese works written by local authors. The students were found to be more keen on reading newspapers and viewing films than on reading books. Chinese classical works and Chinese works of the 1930's were popular among the undergraduates whose reading interests were confined mainly to the prescribed textbooks of their secondary school days.

102. **A SURVEY of the reading habits of secondary school students. Reprint: The Huntsmen magazine, (1), 1969, 34-47. Chinese.**

One hundred and sixty students from various secondary schools in Singapore were interviewed to examine the kind of books and magazines they read, their attitude towards local Chinese literary works, their opinion regarding the aims and objectives of studying and their extra-curricular activities. Also contains some critical comments concerning the popularity of certain books among the students and calls for efforts to upgrade the students' reading interests.

103. **A SURVEY of the reading habits of students of the Anglican High School. Reprint: Wen Wan, (9), 1974, 3-7. Chinese.**

A sample study of the reading habits of 200 male and female students of a mission school in Singapore. Examines the kind of books, newspapers and magazines that students read during their leisure time, their favourite authors, their opinion of locally-produced works, the sources from which they obtain their books as well as the newspaper contents which the students find most interesting. A majority of the students prefer to read fiction rather than non-fiction books. The male students prefer to read classical Chinese literature while the girls prefer to read works of modern Chinese authors, especially works produced in the 1930's. Sixty per cent of the students do not care much for works by local Chinese authors. As for newspaper reading, the majority of them enjoy reading the feature articles and serialised stories in Chinese newspapers.

SURVEY Research Malaysia
SRM media index see 204.

104. **THOMSON, George G**
The book in the context of nation building. In **Regional Seminar on Book Publishing,** Singapore, **1969. Book**

publishing in Asia; [a report]. [Singapore, Singapore Book Publishers Association, 1970]. p. 22-24.

Discusses the essential role that the book can play in nation-building and outlines some of the advantages that the book has over the other media.

105. **WEE, Joo Gim**
National policies of Library, documentation and information services in Singapore: a country report. 18p. mimeo.

Paper submitted at the third conference of Southeast Asian librarians, held in Jakarta in December 1-5, 1975. Accounts briefly the existing library services with respect to those of the National Library, the school libraries, the university and college libraries and the special libraries in Singapore.

106. **WORKSHOP on the Problems of Book Production and Distribution,** Singapore, **1966**

[Proceedings]. In **Perpustakaan, 1(2)/2(1), May 1967, special conference issue.**

Contains the proceedings of the Workshop on the Problems of Book Production and Distribution in Singapore, 1-3 November 1966, which was organised by the Library Association of Singapore. The workshop consisted of six working sessions which dealt with printing, publishing, distribution of books and libraries and the promotion of books. Some of the papers presented at the workshop were "Publishing in Singapore," "Printing in Singapore" and "Problems of books for schools in Singapore." Also contains a summary of the proceedings and final recommendations.

107. **YOU, Poh Seng**
Report on a readership survey. Conducted by You Poh Seng and Bhanoji V.V. Rao. [Singapore, Sin Chew Jit Poh, 1975] 19p.

This booklet complements the Sin Chew Jit Poh's marketing handbook published in 1974 and also provides advertisers and agencies with the behavioural characteristics of Sin Chew Jit Poh's readers. Part one deals with the subscribing households and part two with the readers.

VII. BROADCAST MEDIA

108. **BRITISH Broadcasting Corporation.** Overseas Audience Research Unit
Overseas audience research report: survey of listening in Singapore and Malaya, 1959. [Singapore, Malayan Research Services, 1959]. 3p.

Unpublished report of a survey conducted for the BBC by the Malayan Research Services.

GLATTBACH, Jack
Mass media in Singapore see 49.

109. **GREEN, Timothy**
The universal eye; world television in the seventies. London, Bodley Head, 1972. 327p. bibl.

Includes a survey of the Asian television scene in the seventies. The chapter entitled "Wasteland into fertile" summarises the present status of television in India, Singapore, Iran, China, Hong Kong, Thailand and the Philippines, together with a brief outline of their TV policies, future plans and programmes.

LEVIN, Harry L.
The use of radio in family planning see 137.

LIEW, Maureen Eng Neo
Radio and population control in Singapore see 138.

LIEW, Maureen Eng Neo
Too many people: how can broadcasting help? see 139.

MEDIA directory 1976/77 — Singapore, Malaysia & Brunei see 13.

PRESS Foundation of Asia
Asian press and media directory, 1974- see 41.

110. **RADIO and television in Singapore.** In **Combroad (London), Jan/Mar 1973, 58-59.**

Describes briefly the broadcasting facilities and equipment of Radio & Television Singapore and its Educational Television Service. Also includes information on the transmission hours of RTS along with its weekly schedule of programmes.

111. **RADIO Singapore; a story of progress, 1945-1959. [Singapore, Govt. Printing Office, 1959]. 16p. illus.**

A booklet providing statistics, charts and other illustrative material as well as brief information on the progress of Radio Singapore. Describes the programme content of Radio Singapore, its organisation, staff. A brief history of Radio Singapore, tracing its beginning in 1945, is given under the section, "How it all began?"

112. **RADIO Television Singapore**
Television Singapore — tenth anniversary 1963-73. Singapore, 1973. Iv (unpaged), illus.

An information booklet on Radio Television Singapore (RTS) illustrated with colour as well as black and white photographs. Contains historical background information of RTS and provides information on the various divisions

of the RTS organisation — the administration, the programmes division, the news division and the engineering division. A section on the radio division of RTS is also included.

113. **RADIO Television Singapore**
Ten television years of [Radio Television Singapore (RTS)]; a TV script. Singapore, 1973. 27p. mimeo.

Script of a television film documentary, giving a review of TV Singapura's achievements in the first decade of its existence (1963-1973). Traces the birth of television in Singapore against the background of political turmoil of the early 1960's outlining TV Singapura's contribution to the government's efforts to hold the nation together in those precarious days of Singapore's struggle for survival, first against the communists and as an independent nation after the separation from Malaysia. The role of TV Singapura as a government mouthpiece is examined and the script concludes with a policy statement.

114. **SATO, K**
The story of broadcasting in Singapore during the Japanese occupation. Reprint: NHK report on broadcast research, June 1973, 57-67. Japanese.

Describes how the Japanese set up their broadcasting facilities in Singapore during the Japanese occupation and reorganised the broadcasting services in Singapore. Includes information on the overseas services, programme schedule, transmission hours etc. of the broadcasting stations set up in various parts of the island.

115. **SINGAPORE**. Committee appointed to examine the possibility of introducing television in Singapore
Report. Singapore, Govt. Printing Office, 1957. 34p.

The report contains a summary of the Committee's recommendations. An estimate of the cost of TV service in Singapore is attached in the appendix.

116. **SINGAPORE**. Dept. of Broadcasting
Annual number of licences, radio and television. Nov 1974-Oct 1975. 12v mimeo. monthly.

Each monthly issue of a single sheet contains data on the total number of radio and television licences issued for the month. It is distributed free to all advertising agents.

SINGAPORE. Dept. of Broadcasting. Research Unit
Books on radio and television broadcasting see 14.

SINGAPORE. Ministry of Culture
Singapore 1971-1975 see 15.

SINGAPORE. National Statistical Commission
Yearbook of statistics, 1974/75 see 17.

SOUTHEAST Asia Press Centre
The print and broadcasting media in Singapore see 72.

SURVEY Research Malaysia
SRM media index see 204.

117. **TAN, Katherine Kwan Siu**
Using television for promotion of cultural growth in multi-ethnic societies: proposals for new directions in Singapore. Honolulu, University of Hawaii, 1973. 107p. illus. bibl. mimeo. thesis(M.A.).

Presents a macro plan for cultural development in a multi-cultural nation such as Singapore by utilising national and regional resources, based on the twin beliefs of creative utilisation of mass media for promoting cultural development and of the importance of getting feedback for people's involvement. Also provides samples of TV programmes and films for practitioners.

118. **TEN eventful years of television in Singapore.** In **ABU newsletter (Sydney), (93), Mar 1973, 18-20.**

A report on the progress made by Radio-Television Singapore (RTS) since its birth in 1963. Traces the rapid growth of the programme output and technical facilities of RTS and describes the type of programme broadcast and its transmission hours.

THREE more each second see 149.

WONG, Soon Chong
General survey of the business of mass communication in Singapore see 43.

VIII. FILM

119. **AINON binti Haji Kuntum**
Malay film industry in Singapore and Malaysia. Penang, 1974. 32p. mimeo.

The paper traces the development of the Malay film industry from 1938 to 1974.

120. **BOARD of Film Censors (Singapore and Federation of Malaya)**
Report. 1954-. Singapore, Govt. Printing Office, 1955-. annual.

Contains information about the films censored by the Board. Data includes the language and country of origin of film censored.

121. **CEPTA Television**
List of Cepta TV films. Singapore, 1976. lv. (various pagings) mimeo.

A compilation giving the technical data, programme data and a synopsis of Cepta TV films produced between 1974 and 1976. The list is arranged by countries, namely, Indonesia, Laos, Philippines, Singapore, South Korea and Thailand. Cepta TV holds the copyright and all rights of the films in the compilation.

MEDIA directory 1976/77 — Singapore, Malaysia & Brunei see 13.

SINGAPORE. Ministry of Culture
Singapore 1971-1975 see 15.

SINGAPORE. National Statistical Commission
Yearbook of statistics, 1974/75 see 17.

122. **SUN, Ming Sun**
Social psychological basis for the popularity of "sword fighting" films. Reprint: Island society quarterly, 1(2), Dec 1968, 20-22. Chinese.

An analysis of the social, psychological factors responsible for the popularity of sword-fighting films among local cinema-goers. Points out that sword-fighting films fulfil many of the psychological needs of the audience and provide an effective outlet for their emotions.

IX. LAW OF MASS COMMUNICATION

123. **ILO/Unesco/Birpi** comp.
Laws and treaties of the world on the protection of performers, producers of phonograms and broadcasting organisations. Compiled by International Labour Organisation (ILO), United Nations Educational Scientific and Cultural Organisation (Unesco), and United International Bureaux for the Protection of Intellectual Property (Birpi). Paris/Washington, D.C., Unesco/ Bureau of National Affairs, 1969. lv. (various pagings).

Includes laws and regulations concerning copyright of performers and producers of phonograms and broadcasting organisations of Japan, Korea, Nepal, India, Taiwan, Sri Lanka, Pakistan, Singapore, New Zealand and Australia.

124. **JOSEY, Alex**
Lee acts to eradicate press 'poison'. In Far eastern economic review (Hongkong), 86(45), Nov 15, 1374, 17-18.

Outlines the main features of the Newspaper and Printing Presses Act, 1974, enforced on January 1, 1975. Points out that one of the main features of the Act is that it would effectively block foreign control of Singapore's media. The new law has been described by government officials as a national defence measure especially "to safeguard Singapore's national interest and the well-being of citizens by preventing newspapers from being used as instruments of subversion."

125. **SINGAPORE.** Laws, statutes, etc.
Broadcasting and television act. [Singapore, Govt. Printing Office, 1970]. 6p.

An act enacted in 1963 to control broadcasting and television services in Singapore. It gives the government the exclusive privilege of establishing any broadcasting station and prohibits the establishment of any broadcasting station or installation of any broadcasting apparatus in any place in Singapore without a licence.

126. **SINGAPORE.** Laws, statutes, etc.
Cinematograph films act. [Singapore, Govt. Printing Office, 1970]. 11p.

Under this act introduced in 1959, the exhibition of films and advertisements of films are forbidden unless authorized. Films are also to be subjected to censorship and classification.

127. **SINGAPORE.** Laws, statutes, etc.
Newspaper and printing press act. [Singapore, Singapore National Printers, 1974]. 15p.

This act makes provisions for the regulation of the licensing of printing presses and newspaper companies. It lays down the rules and regulations concerning the registration of printing presses, ownership of newspapers, funds from foreign source for newspapers, as well as permits required for the printing, publication, sale and distribution of newspapers.

128. **SINGAPORE.** Laws, statutes, etc.
Printers and publishers act. [Singapore, Govt. Printing Office, 1970]. 3p.

"An act to regulate the printing and publication of papers and books and to provide for the preservation of copies of books." The act requires that five copies of all books and all subsequent editions should be delivered to the National Library within a month of being printed. A memorandum of the books will be registered and published in the Singapore Government Gazette.

129. **SINGAPORE.** Laws, statutes, etc.
Public entertainment act. [Singapore, Govt. Printers, 1970]. 7p.

This act covers public entertainment such as plays, operas, performances of music, singing, dancing, exhibitions of models, reading matter, pictures, photographs, cinematographic films, puppet shows, etc. It specifies that public entertainment shall be provided only in an approved place and in accordance with a licence issued by the licensing officer.

130. **SINGAPORE.** Laws, statutes, etc.
Undesirable publications act. [Singapore, Govt. Printing Office, 1970]. 8p.

An act introduced in 1967 to prevent the importation, distribution or reproduction of undesirable publications. It also authorizes the examination of persons, packages and articles entering Singapore and the search of premises for undesirable publications. The act also imposes penalty on those who fail to deliver prohibited publications to the police stations.

131. **SINGAPORE.** Legislative Assembly
Communist literature in Singapore [Singapore, printed at the Govt. Printing Office, 1959]. 9p. mimeo.

A sessional paper presented at the Legislative Assembly explains the colonial government's stand on banning the import of publications glorifying Chinese communist ideology. Expresses the government's hope that local writers will be encouraged to produce more Singapore or Malaya-oriented works for the Chinese youth.

X. COMMUNICATION IN DEVELOPMENT

CHAN, Heng Chee
The dynamics of one-party dominance; a study of five Singapore constituencies see 206.

132. **CHEN, Ai Ju**
Pretesting and evaluation of educational materials used in family planning programme in Singapore with special emphasis on exhibition and printed material. 12p. mimeo. In **Ecafe Meeting on Evaluation of Educational Materials used in Family Planning Programmes, Bangkok, 1974. [Papers and proceedings]. Bangkok, 1974.**

An account of the information, education and communication (IEC) activities of the family planning programme in Singapore. Describes the forms of communication materials used, the contents of the IEC materials, their production and distribution. Includes also a report on the status of pre-testing and evaluation of family planning educational materials in Singapore.

133. **CONFERENCE on How Community Centres Can Help to Promote a Healthy Community, Singapore, 1968. [Papers]. [Singapore, People's Association, 1968]. lv. (various pagings). illus.**

Contains the speeches made by government ministers at the opening of the conference, the papers presented at the conference, workshop discussions and recommendations. Workshop discussions cover topics like family planning, public cleanliness and hawkers, physical health, control of nuisances and so on. There are recommendations on how the community centres can help to educate and inform the community at large and instil in them a sense of hygiene.

DANIEL, Roy O
Human communication factor in development of economic and social progress see 207.

134. **DANIEL, Roy O**
The role of Singapore's community centres in development communication. Honolulu, East-West Center, 1972. 5p. In **Seminar on the Role of Government Information in National Development, Honolulu, 1972. [Papers and proceedings]. Honolulu, 1972.**

Two of the most important characteristics of Singapore's community centres are: (a) possible two-way communication between government and the people; (b) potential environment for increased intermingling of people in a multi-racial society. The author describes the physical structure, activities, functions and other potentials of the community centres in Singapore.

135. **KANAGARATNAM, K**
Singapore: meeting the test. In **Berelson, Bernard** ed. **Family planning programs; an international survey. New York, Basic Books, 1969. p. 53-66.**

The report traces the history of family planning, lists the highlights of the 1966 and 1967 National Family Planning Programme and discusses the massive educational programme undertaken during this period in Singapore. The new approaches and promotional techniques to be used in future education and publicity campaigns are also examined.

136. **KWA, Chong Guan**
The mass media and nation-building. In **Commentary, 4(1), Sep 1971, 30-41.**

Outlines the role mass media can play in nation-building. Also discusses the political situation in Singapore and what needs to be done if mass media are to contribute to nation-building.

137. **LEVIN, Harry L**
The use of radio in family planning, by Harry L. Levin and Robert W. Gillespie. Oklahoma, World Neighbors Publication [1967]. 160p. bibl.

Deals specifically with the use of radio for family planning in the developing countries in Asia such as Hong Kong, Indonesia, Iran, Korea, Pakistan, Philippines, Singapore and Taiwan. Suggestions include using radio effectively, planning a radio campaign, and production of radio messages.

138. LIEW, Maureen Eng Neo
Radio and population control in Singapore. In **Combroad (London), (27), Apr/Jun 1975, 37-39.**

An account of Radio and Television Singapore's contribution to the success of the Singapore family planning programme by promoting awareness of the need for family planning and by motivating listeners to accept such planning as a way of life. Also draws attention to some of the considerations that broadcasters may need to take into account as regards the medium and population control.

139. LIEW, Maureen Eng Neo
Too many people: how can broadcasting help? In **ABU newsletter (Sydney), (101), Feb 1974, 9-12.**

Outlines the active role played by Radio and Television Singapore in promoting family planning campaigns and describes the kinds of programmes RTS organised to create public awareness and acceptance of controlled population growth.

140. LOH, Margaret
A massive national effort in communication participation for the promotion of family planning (the National Family Planning Campaign 1972), by Margaret Loh and Theresa Yoong. In **The Singapore public health bulletin, (12), Jul 1973, 29-34.**

This article describes exhibitions, talks-cum-demonstrations, mass media publicity and face-to-face communication adopted in the family planning campaign. Outlines future policy of the Singapore Family Planning and Population Board on family planning education and publicity.

141. LOH, Margaret
The Singapore national family planning and population programme, 1966-1973 with special reference to communication programme. Singapore, Family Planning and Population Board, 1974. 20p. mimeo. (FPPB paper no. 28).

Paper presented at the Asian Broadcasting Union's Regional Seminar on the "Broadcaster in World Population Year", Singapore, 1974. Discusses the family planning practices and the various programmes of communicating family planning in Singapore.

142. NG, Yew Kang
Voluntary workers; the key to mass participation. In **People's Association,** Singapore. **Chenderamata hari**

ulangtahun kesapuloh Persatuan Ra'ayat (People's Association 10th anniversary souvenir 1960-1970). Singapore, 1970. p. E33-E38. illus.

Contains a profile of voluntary workers and their contribution to community projects and activities and suggestions for successful utilisation of these personnel. It also stresses the importance of the community centres' staff for establishing rapport with the community and maintaining effective dialogue with the voluntary workers.

143. **PEOPLE'S ASSOCIATION.** Singapore
Staff conference papers. [Singapore, 1967]. lv. (various pagings).

Contains discussions on the community worker's role as an effective communicator and his responsibility to provide feed-back concerning the attitudes and feelings of the community to the administration. Indicates how the public can be kept informed of the activities of the community centres, e.g. publication of photo-news, the use of mass media, handbills and posters. Focuses on how community centre workers can help to promote literacy in Singapore. Talks and home-to-home campaign by community centre workers to instil educational values are proposed.

144. **SEAH, Chee-meow**
Community centres and nation building in Singapore. In **Development forum (Kuala Lumpur), 2(3), Jun 1970, 6-12.**

Analyses the role played by the community centres in the various aspects of nation-building. Also highlights the major problems confronting the community centres in goal-attainment.

145. **SINGAPORE Family Planning & Population Board**
Annual report 1974- . Singapore 1975- . lv.

Annual report on the activities of the Singapore Family planning and Population Board. Contents include a section on the information, education and communications (IEC) activities. The newly-established IEC unit of the board utilises a diversity of communication means to reach as many categories of people as possible in the shortest possible time. High priority is given to face-to-face communication in the form of group talks as well as through mass media publicity.

SOH, Tiang Keng
A survey of newspapers in Singapore to-day see 71

146. **SOON, Low Boon**
The new mission of the People's Association in the seventies; its role in the stimulation of public opinion. In **People's Association,** Singapore. **Chenderamata hari**

ulangtahun kesapuloh Persatuan Ra'ayat (People's Association 10th anniversary souvenir, 1960-1970). Singapore, 1970. p. E39-E43.

The article reminds the People's Association of its new role in stimulating and organising public opinion and fostering a mental outlook to face future challenges. It also suggests ways and means by which this Association can help to create and shape public opinion, influencing and educating the masses and inculcating a new spirit and new attitudes.

147. **TAN, Cheng Guan**
A responsible press. In **Commentary, 4(1), Sep 71, 21; 29.**

Discusses the two main functions of the press to inform accurately and comment independently but responsibly in the context of 'Singapore's peculiar national problems'. It is followed by a commentary by Koh Tai Ann.

148. **THOMSON, George G**
Communication tasks in a city state; Singapore's unique experience. In **Media Asia, 1(1), 1974, 23-29.**

An analysis of the characteristics of mass communication in the compact city state, tracing historically the purposive and effective use of the mass media initially with radio and subsequently with radio and television, especially since the rise to power in 1959 of the People's Action Party.

149. **THREE more each second.** In **ABU newsletter (Sydney), (103), Apr 1974, 3-6.**

A summary of the discussion at the seminar organised by the Asian Broadcasting Union (ABU) and hosted by Radio Television Singapore (RTS) to study how radio and television can help in reducing rapid population growth. The topics include the types of programmes and presentation techniques that could be adopted to put the message of family planning across to the audience, testing and evaluation, as well as the importance of close collaboration with other national bodies.

150. **WAN, Fook Kee**
Communications aspects of the Singapore family planning programme. 4p. mimeo.

Paper presented at the Seminar on Youth and Family Planning organised by the World Assembly of Youth, Nov 29-Dec 5, 1970. Singapore. Traces the historical background of family planning activities and gives an outline of the Family Planning and Population Board's communications programme in Singapore which includes the use of mass media, face-to-face motivation, exhibits, films and publications to disseminate family planning information.

151. **WAN, Fook Kee**
Communications strategy in the Singapore national family planning programme. Singapore, National Family Planning Centre, 1971. [5]p. mimeo.

This paper, while examining the various aspects of the communications strategy, traces the early phase of the communications programme involving intensive use of mass media and especially face-to-face communication with Singapore women during the post-partum period. It also deals with the various communication materials used, the disincentives to large families and contains an evaluation of the communications programme.

XI. COMMUNICATION TEACHING AND TRAINING

152. **GERAGHTY, J Gordon**
Education and research in mass communication in Singapore. 4p. In Amic Correspondents' Meeting, 2nd, Singapore, 1972. [Papers on professional institutions engaged in mass communication in Asia]. Singapore, 1972.

Describes specifically the institutional programmes of Nanyang University, University of Singapore, Singapore Institute of Management and The Advertisers Association (TAA) in mass communication. Reveals the lack of education and research in the field of communication in Singapore. However, audience research is widely undertaken by advertising and market research firms in Singapore.

153. **KOH, Joo Leng**
Regional course and seminar in broadcasting training techniques — Kuala Lumpur. In ETV, 10(2), Dec 1975, 3-4.

The Singapore participants' report of the Course in Broadcast Training Technique and Seminar on Training Materials and Curricula conducted by the National Broadcasting Training Centre (NBTC) in Kuala Lumpur from February 17-March 14, 1975.

154. **LIAN, Fook Shin**
[Communication teaching and training activities in Singapore]. 5p. In Amic Seminar on Communication Teaching and Training, Kuala Lumpur, 1972. [Papers]. Singapore, 1972.

Outlines the communication teaching and training activities in Singapore at the academic and professional level. Also included are a few critical observations on a similar paper submitted by Dr. Wong Soon Chong at Den Pasar, Indonesia, May, 1972.

155. **SAW, Teik Chye**
Report of Ceto educational television training course held in Singapore, 1967. In **Malaysia Ministry of Education journal [Kuala Lumpur], August, 1967, 74-76.**

A brief report on the course organised by the Centre of Educational Television Overseas in conjunction with the Asian Broadcasting Union to train participants in the technique of educational television production and presentation, and utilisation of ETV services. Also includes an evaluation of the course as well as a discussion on the merits and implications of ETV.

156. **WONG, Soon Chong**
Access to education and employment in mass communication in Singapore. [6]p. mimeo. In **Asian Consultation on Women and Media,** Hongkong, **1976. Hongkong, Center for Communication Studies, The Chinese University of Hongkong, 1976.**

Points out equal opportunities for education and employment in mass communication for both men and women in Singapore. However, job discrimination against women still exists on a wide-scale and in various forms.

157. **WONG, Soon Chong**
The teaching and training of communication in Singapore. 10p. In **Amic Seminar on Communication Teaching and Training,** Den Pasar, Indonesia, **1972. [Papers]. Singapore, 1972. lv. (various pagings) mimeo.**

Outlines the lack of communication education — teaching and training in journalism, electronic media, advertising, public relations in Singapore. Most local communicators acquired their knowledge through on-the-job situations from the company's training programme. Also includes a brief description of the communication education programme initiated by Nanyang University.

XII. MASS MEDIA IN FORMAL EDUCATION

158. **ACADEMY for Educational Development**
Educational technology and the developing countries; a handbook. Washington, D.C., 1972. 180p. bibl.

Describes educational development, technology, changes and improvement in learning. Includes case studies of educational technology in action, discussing the use of television in El Salvador, Samoa, Singapore, Mexico and Colombia.

159. **BHATHAL, R S**
Singapore in a technological age. In **National Seminar on We and Our Country, Singapore — Today's Tasks, Tomorrow's Challenges, Singapore, 1975. p. 15-18, 52-53.**

Brief description of the need to induce more women to take up engineering careers in order to increase the Republic's engineering manpower, and the vast potential of educational technology in upgrading the quality of education, e.g. the overhead projector, films, slides, video-tape, closed-circuit TV, etc.

160. **CEPTA Television**
[Miscellaneous documents, pamphlets, etc.]. Singapore, Centre for Production and Training for Adult Education Television, 1971. v. illus.

Cepta is primarily a service organisation for TV stations, adult education agencies, ministries of education and other agencies active in the field of adult education. It produces and distributes programmes throughout Southeast Asia. Information includes a description of the production system of Cepta.

161. **CEPTA Television.** Projects & Research
[Education in ten Asian countries]. Singapore, 1973. lv. (various pagings), illus. mimeo.

Contains a section on education in Singapore, giving general information on the educational system as well as a brief description of educational television in Singapore

162. **CEPTA TV Association Council Meeting,** Bangkok, **1974 Proceedings. Singapore, Centre for Production and Training for Adult Education Television, 1974. 60p. mimeo.**

Report of the meeting held to provide operational guidelines for Cepta for 1975. Also contains the 1973/74 annual report of Cepta giving an overview of its activities in production, training, research and other matters relating to the Centre and two working papers which discuss plans for Cepta for 1975 and the role of media in non-formal education in Southeast Asia.

163. **CEPTA TV Association Meeting,** 2nd, Singapore, **1976 Proceedings. Singapore, Centre for Production and Training for Adult Education Television, 1976. 94p. mimeo.**

A collection of speeches, reports, resource papers and minutes of the meeting attended by educational media representatives from Indonesia, South Korea, the Philippines, Singapore and Thailand which are member-countries of Cepta TV Association, with observers from Malaysia.

164. **CHEONG, Kee Cheok**
A survey of non-formal education in Southeast Asia and the role of media. In **Cepta TV Association Council Meeting,** Bangkok, **1974. Proceedings. p. 17-35.**

This paper discusses the survey of non-formal education conducted by the Southeast Asian Ministers of Edu-

cation Organisation (SEAMEO) in 1973-1974 in the following member countries: Indonesia, Khmer Republic, Laos, Malaysia, Philippines, Singapore, Thailand and South Vietnam. Deals briefly with the research methodology used for the survey as well as the problems encountered. The final section of the paper discusses the role of the mass media and examines their utilisation in non-formal education in each member country.

165. **CHEW, Shin Khiong**
Learning through modules. In **ETV, 9(4), Jun 1976, 3, 6.**

A discussion of the "module" concept of training based on systems thinking, systems approach, and the use of multi-media approaches. Stresses that the programming of instructional materials may well be the real challenge to educational technology and concludes that there is a need to explore modern technology to solve problems by providing a more economical and effective way of transmitting information or communicating ideas and facts.

166. **CHIA, Howard S K**
The use of tape in teaching. In **ETV, 8(2), Dec 1973, 11-13.**

Outlines the possible uses of the tape recorder as a flexible and potent aid to teaching. Some classroom applications of this medium and methods of utilisation are also described.

167. **CHING, Kwock Wing**
Video recording: its technology and technique. In **ETV, 9(4), June 1975, 24-25.**

A discussion on the technical aspects of video-tape and video-tape machines for the benefit of schools equipped. with video cassette recorders.

168. **COMMONWEALTH Secretariat**, London
The use of new media for educational purposes in the Commonwealth. London [1972]. 236p. mimeo. (Interim report).

A report of the first stage of a Commonwealth-wide survey, it contains data from questionnaires returned by respondents, supplemented by educational fact sheets compiled by the Centre for Educational Development Overseas. Contains 5 pages of information on Singapore, giving a description of the educational profile of the country, the broadcast communications facilities, the provision for educational innovation and the educational media service.

169. **COMMUNICATIONS Seminarette**, Singapore, 1975
[Papers]. Singapore, centre for the Production of Adult Education Television, 1975. Iv. (various pagings) mimeo.

Seminar organised by the Centre for the Production of Adult Education Television (Cepta) and the United States

Information Service (USIS). Papers presented at the seminar discuss the problems and advantages of educational television, instructional television and the content of TV lessons. Includes a panel discussion on the following topics: the use of satellites for adult education, evaluation of educational satellite channels and the cost-effectiveness of satellite education.

170. **CONFERENCE of Asean Countries on Adult Education,** Singapore, **1972**
[Papers]. Singapore, Adult Education Board and Friedrich-Ebert-Stiftung, 1972. lv. (various pagings). mimeo.

Organised to examine the present and future roles of adult education in national development, the conference also discusses the use of mass media and other technological aids in adult education. One of the working papers, "Methods and methodology of adult education" includes a brief discussion on the application of mass media in adult education. The conference also recommends, among other things, that governments should provide more support for experimentation with new educational formats, including the use of mass media or multi-media approaches and modern educational technology supplemented by personal communication.

171. **EDUCATIONAL Television in Singapore.** In **Seameo.** Innotech. **Project clear: selected educational projects in Seameo countries. Singapore, Regional Center for Educational Innovation and Technology, 1972. p. 23-26.**

Illustrates the structure of the ETV in Singapore, the first country in Southeast Asia to use ETV on a nation-wide scale. Defines clearly the objectives of ETV and describes the activities and productions undertaken.

172. **FILMS without tears.** In **ETV, 7(3), Mar 1973, 6-7.**

Contains step-by-step instruction for teachers on how to operate a film projector. It also deals with the threading of films, screening, film running-time, film breakage and the types of screens commonly used in schools.

173. **HUANG, Raymon T H**
Training in TV advertising; from the Singapore viewpoint. In **ABU newsletter (Sydney), (120), Feb 1976, 7-9.**

Includes brief comments on the outcome of the recent visits and lectures by two Fuji Telecasting Company Ltd. of Tokyo (FTC) experts to the Radio and Television Singapore (RTS).

174. **INTRODUCING Cepta Television — the Centre for Production and Training for Adult Education Television.** In **ETV, 7(2), Dec 1972, 9.**

Contains information on Cepta Television, giving an outline of its objectives, present activities and future plans.

175. **KWONG, Lup Peng**
The Asian Promotional Seminar on Educational Technology in Tokyo. In **ETV, 9(4), Jun 1975, 4-6.**

A report by the Singapore participant, on the seminar organised by the Japanese National Commission for Unesco and the National Institute for Educational Research of Japan (NIER) in February, 1975 to bring together educational broadcasters from Asia to exchange information, to understand common problems involved in the production and utilisation of radio and television and to find possible solutions to the problems. It gives a summary of the discussions as well as an outline of the salient points which emerged from the seminar.

176. **LIAN, Fook Shin**
Singapore ETV Service: looking ahead. Singapore, 1969. 4p. mimeo.

A cyclostyled handout of the talk given to the Y's Men's Club by the Head of Educational Television Service. Contains information on the scope and functions of the ETV Service together with the methods employed to evaluate programme effectiveness and discusses ETV's activities in the field of publications and support literature.

177. **MANY sharing in Cepta TV's Pacific project.** In **ABU newsletter (Sydney), (98), Aug 1973, 37.**

Provides background information on **Cepta** which was established in January, 1972 by the Singapore government and the Friedrich-Ebert-Stiftung. Briefly mentions the type of programmes **Cepta** intends to produce and the comprehensive surveys to be conducted to assess audience requirements in the participating countries in East and Southeast Asia.

178. **MASS media in non-formal education.** In **ETV, 9(3), Mar 1975, 22-24.**

Summary report of a Southeast Asian Ministers of Education Organisation's (SEAMEO) survey on the use of mass media in non-formal education conducted in 1974 in Indonesia, Laos, Khmer Republic, Malaysia, Philippines, Singapore and Thailand. Discusses the limitations and possibilities of the mass media, the use of radio and television in non-formal education in each of the countries surveyed, the press and non-formal education as well as group use of the mass media.

179. **NAMASIVAYAM, S**
Seminar on the use of the video cassette recorder. In **ETV, 9(3), Mar 1975, 3-4.**

Brief report of a seminar organised by the Singapore Educational Media Service (SEMS) to familiarise teachers with the utilisation and potentialities of the video cassette recorder (VCR). Discussion indicates greater acceptance of the VCR as a communication tool in the classroom and teachers' receptivity to innovations in educational technology.

180. **NAMASIVAYAM, S**
Slide-tape presentation in the classroom. In **ETV, 8(3), Apr 1974, 7-8.**

Contains suggestions on how slides and tapes can be utilised as teaching aids in the classroom. Points out the merits of the slide-and-tape programme and describes briefly the equipment for this kind of presentation.

181. **NATIONAL Seminar on Educational Innovation and Technology,** Singapore, **1969**
Report [of the seminar held in Singapore on 7th-8th July, 1969]. Singapore, Southeast Asian Ministers of Education Council, 1969. 48p. illus. mimeo.

A national seminar organised under the auspices of the Innotech Regional Centre to discuss and exchange views on ten areas of education in Singapore and to evaluate and rationalise all aspects of education in Singapore. One of the working papers, "Mass media and instructional materials" by Lian Fook Shin, gives a review of educational media activities in Singapore. It also gives an outline of the functions of Innotech in so far as mass media and instructional materials are concerned.

182. **OVERHEAD projection techniques.** In **ETV, 9(1), Sep 1974, 6-8, 25.**

Provides hints on the use of overhead projection of pictures for teaching purposes, outlining some important factors to be considered when installing and setting up a projector.

183. **ROSENTHAL, Newman**
Seek first the needs. In **ETV, 10(1), Sep 1975, 28-32.**

Reprint of a paper presented at the Meeting of the Technical Working Group of the Asian Programme of Educational Innovation for Development held from July 28 to August 2, 1975 in Singapore. It discusses the background of educational technology, the potentialities and limitations of audio-visual aids; the existing difficulties which prevent greater acceptance of instructional television; features of the video cassette as well as the need for teacher participation.

SAW, Teik Chye
Report of Ceto educational television training course
see 155.

184. **SEMS-ABU tele-link.** In **ABU newsletter (Sydney), (112), Feb 1975, 17-18.**

A report on the children's television programme produced by the Singapore Educational Media Service in cooperation with the Australian Broadcasting Commission.

185. **SEMS — an ETV success.** In **ABU newsletter (Sydney), (105), Jun 1974, 19-20.**

This article describes the growth of the ETV service in Singapore and discusses the audio-visual instructional courses for trainee teachers. Also deals with the importance of language teaching programmes broadcast by the service.

SEOW, Paul
Science and instant mass communication see 216.

186. **SEOW, Paul**
Television and the teacher. In **ETV, 7(1), Sep 1971, 17-18.**

The paper discusses the new roles and responsibilities of teachers regarding application of educational television and the kind of training needed for them in the wake of increasing use of educational technology.

187. **SEOW, Peter**
Singapore ETV has wide reach. In **Media Asia, 1(1), 1974, 29-30.**

A description of the functions and activities of the Singapore Educational Television Service together with a discussion on the methods used to evaluate the programmes broadcast by the service. Concludes that the success of educational TV depends very much on the right support given to it by school principals, teachers and inspectors.

188. **SUMMARY of evaluation returns ETV Singapore.** In **ETV, 9(2), Dec 1974, 15-19.**

This feature, regularly published in the ETV magazine, consists of completed evaluation forms submitted by schools in response to questionnaires sent to them. The forms contain tabulated data which include teachers' ratings concerning reception, presentation and assessment of the programmes broadcast.

189. **TAN, Chek Sian**
Photography — an aid to teaching. In **ETV, 5(2), Dec 1970, 31-35.**

Deals with the basic technique of slide production. It encourages teachers to use this teaching aid. Also demonstrates that slides are easy to produce, convenient to use and involve little cost.

190. **TAN, See Lai**
The progress of ETV in Singapore. In **Unesco Regional Office for Education in Asia bulletin, 6(1), Sep 1971, 85-90.**

A review of the activities and achievements of the ETV Service from 1967 to 1971. Deals first with the 1967 phase which saw the initial stages of ETV's broadcasts to schools. Also discusses the 1968 and 1969 phase, a period of consolidation for the Singapore ETV Service.

191. **WOON, Doris**
Language learning and ETV in Singapore. In **ETV, 8(3), Apr 1974, 3-6.**

Discusses the educational television service's contribution to language learning and teaching in multi-lingual Singapore. Examines also the problems and experience gained, with a description of the series of language programmes broadcast by the service since its inception in 1967.

192. **WOON, Ho Thye**
Case study on the production and utilisation of stories for children — an audio-visual presentation. In **ETV, 9(1), Sep 1974, 3-5, 25.**

This article gives the rationale for using pre-recorded programmes on audio-cassette tapes and visuals by the Singapore Educational Media Service (SEMS) in place of direct transmission of radio broadcasts to schools. It deals with the background leading to the switchover, and traces the failure of the school radio broadcasts in Singapore during the 1950's and 60's and the establishment of SEMS as a national audio-visual educational unit in 1967. It also discusses the preparation and production of short stories and programmes for primary schools on audio-tapes for language teaching.

XIII. ADVERTISING, MARKETING, PUBLIC RELATIONS AND MANAGEMENT

193. **ADVERTISERS' Association of Malaysia and Singapore**
A review of advertising in Singapore and Malaysia during early times. [Kuala Lumpur]. Federal Publications [1970]. 26p. illus.

The book deals with the history of newspaper advertising in early times in the Straits Times.

194. **ASIAN Advertising Congress,** 6th, Kuala Lumpur and Singapore, **1968**

Proceedings. [Kuala Lumpur, Advertisers' Association of Malaysia and Singapore, 1968]. lv. (various pagings).

The sixth congress held discussions on the theme "Towards more effective communication in Asia" from several points of view. The Singapore conference discussed "New product development," "Overcoming prejudice to locally manufactured goods," "Advertising research towards more effective communication," "The need for more effective media data" and "More effective advertising and merchandising."

195. **ASIAN omnibus survey. [Hongkong], conducted for Newsweek International by International Research Associates (INRA) Asia Ltd., 1974. 53p.**

The volume presents the readership results of a survey conducted in eight principal cities of the Asia-Pacific region from October, 1972 to January, 1973, through personal interviews with 10,740 respondents to establish buying patterns for major consumer durables, especially motor vehicles and to determine the readership habits of male household heads regarding international magazines.

196. **FAR EAST Research Organisation, Ltd.**
Exposure to advertising media in Malaya. Singapore, 1963. lv (unpaged).

This survey is based on a total sample of 2,560 respondents from throughout Malaya and Singapore.

197. **HUANG, Raymon T H**
Advertising codes and practices in Singapore. In **Combroad (London), (28), Jul/Sep 1975, 33-38.**

Discusses the Singapore code of Advertising Practice drawn up by the Advertising Standards Committee of Singapore, whose members are representatives of the Advertising Association (2A's), the Association of Accredited Advertising Agents (4A's), the Advertising Media Owner's Association of Singapore (AMOAS) and the Consumers' Association of Singapore (CASE). It briefly touches on Radio and Television Singapore's Programme Code which covers both programme content as well as advertising content. It also points out that television advertising in Singapore has tended to encourage improvements to the viewers' way of life and standard of living.

HUANG, Raymon T H
Training in TV advertising from the Singapore viewpoint see 173.

198. **LEE, C K**
The practice of public relations: the Singapore scene. In **Media Asia, 2(1), 1975, 19-25.**

Defines the public relations profession in terms of its functions and scope with special reference to Singapore.

Advocates the need for professional public relations as PR cannot function satisfactorily on an ad hoc and amateur basis. Suggests the establishment of a common school to be set up by various professional bodies, offering not only PR but related subjects like advertising, journalism and marketing.

199. **MALAYAN Advertisers Association**
Annual report 1959- . Singapore, 1959- . lv. annual.

Report on the year's work and a review of advertising in the various media (press, cinema, radio and rediffusion), together with a statement of account for the year.

MEDIA directory 1976/77 — Singapore, Malaysia & Brunei see 13.

PRESS Foundation of Asia
Asian press and media directory 1974- see 41.

200. **SIN Chew Jit Poh facts and figures 1973. Singapore, 1974. 35p. annual.**

A marketing handbook compiled to provide advertising agencies with an easy and convenient reference to the readership profile of Sin Chew Jit Poh, Singapore.

201. **The STRAITS Times Press**
Sixth Asian Advertising Congress; Malaysia and Singapore. Singapore, 1968. lv. (various pagings).

A special publication to mark the opening of the Sixth Asian Advertising Congress in Kuala Lumpur and Singapore. Contains six articles on advertising in Singapore and Malaysia written by the Straits Times staff.

202. **The STRAITS Times Press**
The Straits Times marketing index. Singapore, 1970. 51p. illus.

Report of the fourth readership survey in West Malaysia and Singapore conducted by the Straits Times Group of newspapers. Findings relate to readership and reading habits, profiles of Straits Times readers, household consumption of consumer goods and ownership of durables. It also contains information on the growth of average net sales of the Straits Times Group's newspapers together with selected social and economic statistics.

203. **The STRAITS Times Press.** Research and Statistics Dept.
Australia — Malaysia and Singapore; a special presentation. Singapore, [1966?]. lv.

A survey of the readership of the Straits Times to provide Australian manufacturers and exporters with information on the consumer market in Malaysia and Singapore. The introduction of the publication presents a section on

the coverage of the Straits Times. It also contains information on the profile of Straits Times households, the comparative segments of the Straits Times and non-Straits Times consumer markets and the market for consumer durables.

204. **SURVEY Research Malaysia**
SRM media index 1970-. Kuala Lumpur, 1970. v. annual.

A continuous sample survey of Singapore's and Malaysia's adult population (age 15 years or over) to provide advertisers, advertising agencies, media owners and institutions with regular information about the size and composition of various mass media audiences.

205. **WADE, Lauren**
The power of the PR weapon. In **Singapore trade and industry, Dec 1971, 17-23.**

A discussion on the public relations industry in Singapore. Defines the functions of the public relations man and discusses the potential of the public relations industry in Singapore. Draws attention to the misuse of the term "Public Relations" in Singapore and stresses the need for ethical standards among public relations practitioners.

XIV. GOVERNMENT COMMUNICATION

206. **CHAN, Heng Chee**
The dynamics of one-party dominance; a study of five Singapore constituencies. Singapore, Dept. of Political Science, University of Singapore, 1973. 357p. illus. thesis (Ph.D.).

Chapter 6 of this thesis offers a glimpse of the unofficial channels of communication between the government and the people and vice-versa. Analyses the role and activities of the Citizens Consultative Committees and the community centres which serve as useful channels to transmit information on the needs of the people to the government as well as to keep the people informed of government action and policy.

207. **DANIEL, Roy O**
Human communication factor in development of economic and social progress, by Roy Daniel and Hedwig Anuar. In **International Seminar on Development, 5th, Kuala Lumpur, 1970. [Papers]. Kuala Lumpur, 1970. p. 87-92.**

The paper examines the various channels of communication like TV, radio and 'meet-the-people's sessions' conducted by the elected representatives as well as two

hundred community centres operated by the People's Association and the Citizens Consultative Committees. These channels inform people about the national policies and the objectives of the Singapore Government and their cooperation and participation are sought for the development of Singapore.

DANIEL, Roy O
The role of Singapore's community centres in development communication see 134.

XV. INTERNATIONAL AND INTERCULTURAL COMMUNICATION

208. **HASSAN, Riaz**
International tourism and intercultural communication: the case of Japanese tourists in Singapore. Singapore, Dept. of Sociology, University of Singapore, 1974. 23p. (University of Singapore. Dept. of Sociology. Working papers).

This analysis of the Japanese tourists in Singapore shows that organised mass tourism is not conducive to promoting intercultural communication and international relations.

209. **HODGKIN, M C**
The communication of innovations: the influence of the foreign trained returnee on socio-cultural change in developing countries. In **Southeast Asian journal of sociology, 4, 1971, 53-69.**

Four hundred students (Malaysian and Singaporean) who had returned from Australia were interviewed to find out their communication patterns and the factors interfering with effective transfer of their acquired knowledge and skills. Results indicate that developed countries should consider patterns of cross-cultural interaction, receptivity to innovations, adaptability and technical skills in training students.

210. **KUO, Eddie C Y**
A sociolinguistic profile of Singapore. Singapore, Chopmen Enterprises, 1976. [15]p. (University of Singapore, Dept. of Sociology. Working paper no. 2).

The paper attempts to identify the major and minor languages and the functions they perform in the multilingual society of the city-state. Also examines the trend in language importance among various ethnic groups and compares the status of the various major languages for intra-group and inter-group communication in Singapore using the "communicability index."

211. **LAU, Siew Keng**
Singapore as seen through the American press. In **Singapore libraries, 5, 1975, 38-40.**

A general examination of news items about Singapore in nine selected U.S. newspapers published during 1972. Influential American newspapers as well as the smaller ones were analysed for their coverage of Singapore under broad subject categories.

XVI. SOCIAL CONTEXTS OF THE MEDIA

212. **CHEN, Peter S J**
Social pollution; with special reference to Singapore. In **NYLTI journal, May 1972, 117-125.**

Discusses the harmful effects of the permissiveness of Western societies and analyses the causes of social pollution. Screening of Western films and setting up of a council for the promotion of proper social and cultural values have been suggested as measures for the prevention of social pollution in Singapore.

213. **CHEN, Peter S J**
Social stratification in Singapore. Singapore, Dept. of Sociology, University of Singapore, 1973. 99p. illus. mimeo.

This document contains findings from three major surveys conducted by the author. The first survey is of social stratification in Singapore, the second is a national sample survey of husband-wife communication and family planning in Singapore and the third is a survey of environmental problems in Singapore. Section V of the book contains findings concerning mass media and communication in Singapore.

KWA, Chong Guan
The mass media and nation-building see 136

214. **SINGAPORE Tourist Promotion Board.** Research Dept.
Motivation and opinion survey of visitors to Singapore. Singapore, 1974. 49p.

A survey conducted primarily to establish the sources of information which motivate visitors to come to Singapore and to obtain the visitors' evaluation of tourist facilities and services in Singapore. It covered the calendar year 1974 and contains various statistics which include, among others, respondents' sources of information on Singapore, sources of information through which respondents learnt or heard about Singapore by country of residence; sources of information which finally motivated respondents to choose

Singapore by country of residence and sources through which respondents, departing by sea, first heard about Singapore and which motivated them to come to Singapore.

215. **SUNG, Ming Sun**
Mass media and social psychology. Reprint: Island society quarterly 1(1), Sep 1968, 51-56. Chinese.

The power of the mass media forms the subject of discussion in this article. Deals with the harmful as well as beneficial effects of the mass media and concludes that the usefulness of the mass media to mankind will depend on how wisely they are utilised.

SUNG, Ming Sun
Social psychological basis for the popularity of "sword fighting" films see 122.

XVII. COMMUNICATION TECHNOLOGY

COMMUNICATIONS Seminarette, Singapore, 1975 [Papers] see 169.

216. **SEOW, Paul**
Science and instant mass communication. In Singapore. Lembaga Gerakan Pelajaran Dewasa. Singapore and the technological age. [Singapore]. Published for Lembaga Gerakan Pelajaran Dewasa Singapore by Chopmen Enterprises [1972]. p. 14-24.

One of a series of radio talks to examine what the new developments in science and technology will be like in the next ten to twenty years and what their influence on Singapore will be. The first part of the talk traces the development of satellite communications and discusses the possibilities and prospects of communication satellites. It also deals with instant mass communication in Singapore and includes a discussion on television and the use of the various communications media in education. Concludes with a question-and-answer session relating to the Educational Television Service in Singapore.

XVIII. MASS COMMUNICATION PERIODICALS

217. **ASIAN mass communication bulletin**
v.1 no. 1- 1971- . quarterly. Asian Mass Communication Research and Information Centre, 39 Newton Road, Singapore 11.

Newsletter from Amic reporting its programmes and activities as well as serving as a vehicle to disseminate information concerning mass communication in Asia. Mailed on a complimentary basis to members and friends of Amic.

218. **CEPTA circuit**
v.1 no. 1- . 1973- . Centre for Production and Training for Adult Education Television, 29 Harding Road, Singapore 10.

Newsletter of Cepta Television; provides news about Cepta's programmes and activities, Cepta-produced films and TV programmes in support of adult education.

219. **CHRISTIAN radio newsletter**
1972- . quarterly. Far East Broadcasting Association, 130-S, Sophia Road, Singapore 9.

Contains brief news items and programmes of the Christian missionary radio network, the Far East Broadcasting Limited. Not priced.

220. **ETV**
v.1 v.8 no.3, Sep 1966-Apr 1974. quarterly. 1st Floor Library Building, Institute of Education Campus, Paterson Road, Singapore 9.

Quarterly journal of the Singapore Educational Media Service (SEMS) devoted to reporting its activities and developments in educational broadcasting and educational technology. Regular features include reports of evaluation returns submitted by the schools as well as the ETV timetable and programmes for schools. Also contains articles on the use of audio-visual aids in schools. From v.8 no. 4 June 1974 issue title changed to SEMS.

221. **MEDIA Asia; an Asian mass communication quarterly**
v.1 no. 1- . 1974- . quarterly, Asian Mass Communication Research and Information Centre, 39 Newton Road, Singapore 11.

A regional publication which attempts to meet the professional needs of communication administrators, scholars and practitioners as well as the interests of serious laymen concerned with mass communication and society. Available on subscription at S$16.00 a year.

222. **NYLTI journal**
no. 1-9, Jan 1972-Dec 1974. 2 no. a year. National Youth Leadership Training Institute, South Buona Vista Road, Singapore 5.

Published by the Institute concerned with leadership development, this journal is designed to stimulate new ideas and to bring about change in the Singapore and Southeast Asian context. Contains articles of interest to mass communicators. The name changed to Trends Journal beginning with issue no. 10 June 1975.

223. REDIFFUSION times
1960- . fortnightly. Uniart Centre, P O Box 309, Colombo Court, Singapore 6.

Available at 40 cents a copy at the local news-stands, this magazine carries news about the Rediffusion network, programme schedules as well as articles on entertainment.

224. SINGAPORE book world
v.1 no. 1- . 1970- . semi-annual. Chopmen Enterprises: 47, The Arcade, Raffles Place, Singapore 1.

Official publication of the National Book Development Council of Singapore. Provides news relating to the Singapore book scene as well as international book news of interest to Singapore. It includes articles on the book trade, book reviews and book lists.

225. SOUTHEAST Asian journal of social science
v.1 no. 1- . 1973- . semi-annual. University Education Press, Newton P O Box 96, Singapore 11.

A new multi-disciplinary journal which is the result of the amalgamation of two journals, the Southeast Asian journal of sociology and the Southeast Asian journal of economic development and social change. Edited by the staff of the Department of Sociology, University of Singapore, this journal aims to serve as a regional forum for the exchange of ideas. Occasionally includes articles on mass communication subjects. Available on subscription at S$36.00 per annum.

226. TV and radio magazine
1976- . weekly. Educational Publications Bureau, Blk. 19, 175-A/179-A, Outram Park, Singapore 3.

A bi-lingual publication in English and Chinese focussing on television and radio programmes. Programme schedules and synopses of popular television programmes as well as articles on entertainment are included. Available from the news-stands at 50 cents a copy.

AUTHOR/TITLE INDEX

Abdul Aziz bin Hussain, **77**

Abdul Rahman bin Ahmad, **Wan, 21**

Academy for Educational Development, **158**

Access to education and employment in mass communication in Singapore, **156**

Advertisers' Association of Malaysia and Singapore, **193**

Advertising codes and practices in Singapore, **197**

Agenda and working papers of the Regional Seminar held on 21-25 March 1969, **100**

Ainon binti **Haji** Kuntum, **1, 119**

Alfred, Maureen Premala, **78**

Amic documentation list, **2**

Amic index of periodicals, **3**

Ancillary materials: library books in the school, **97**

Anderson, Mike, **49**

Annual number of licences, radio and television, **116**

Annual report 1959 — of the Malayan Advertisers Association, **199**

Annual report of the Singapore Family Planning and Population Board, **145**

Anuar, Hedwig, **207**

Arasaratnam, Sinnappah, **44**

Asian Advertising Congress, **6th, Kuala Lumpur** and **Singapore**, 1968, **194**

The Asian co-publication programme: the Singapore experience, **78**

Asian Mass Communication Bulletin, **217**

Asian mass communication institutions; teaching, training and research — a directory, **4**

Asian Mass Communication Research and Information Centre, **5, 6**

Asian omnibus survey, **195**

Asian press and media directory, **41**

Asian Promotional Seminar on Educational Technology in Tokyo, **175**

Asian publisher: his problems and opportunities, **85**

Audio-visual materials, **93**

Australia-Malaysia and Singapore; a special presentation, **203**

Betts, R H, **39**

Bhatal, R S, **159**

Bibliography of Malay newspapers, **1**

Board of Film Censors (Singapore and Federation of Malaya), **120**

Book in the context of nation building, **104**

Books in Singapore; a survey of publishing, printing, book-selling, and library activity in the Republic of Singapore, **79**

Books in the lives of children and young people, **98**

Books on radio and television broadcasting, **13**

Bookselling as a community service, **87**

British Broadcasting Corporation. **Overseas Audience Research Unit, 108**

Broadcasting and television act, **125**

Byrd, Cecil K, **79, 80, 81**

Carter, Timothy, **22**

Case study on the production and utilisation of stories for children — an audio-visual presentation, **192**

Cepta Circuit, **218**

Cepta Television, **121, 160**

Cepta Television. **Projects and Research, 161**

Cepta TV Association Council Meeting, **Bangkok**, 1974, **162**

Cepta TV Association Meeting, **2nd, Singapore**, 1976, **163**

Chan, Heng Chee, **26, 206**

Chang, Chen-tung, **23**

Chen, Ai Ju, **132**

Chen, Mong-hock, **45**

Chen, Peter S J, **20, 24, 212, 213**

Chen, Yun-lo, **46**

Cheong, Kee Cheok, **164**

Cheong, Kun Fatt, **82**

Chew, Shin Khiong, **165**

Chia, Hearn Chek, **83**

Chia, Howard S K, **84, 166**

Chinese newspapers in Singapore and Malaysia, **74**

Ching, Kwock Wing, **167**

Chopra, N T S, **85, 86, 87**

Chopra, Pran, **47**

Christian Radio Newsletter, **219**

Chua, Leong Kian, **48**

Cinematograph films act, **126**

Clearing House for Social Development in Asia, **7**

Commonwealth Secretariat, London, **168**

Communicating with people, **34**

Communication and change in rural Asia; a select bibliography, **5**

Communication fact handbook for Malaysia, **8**

Communication of innovations: the influence of the foreign trained returnee on socio-cultural change in developing countries, **209**

Communication tasks in a city state; Singapore's unique experience, **148**

Communication teaching and training activities in Singapore, **154**

Communications, **28**

Communications aspects of the Singapore family planning programme, **150**

Communications Seminarette, **Singapore**, 1975, **169**

Communications strategy in the Singapore national family planning programme, **151**

Communist literature in Singapore, 131

Community centres and nation-building in Singapore, **144**

Community centres in Singapore with special emphasis on efficiency, **36**

Conference of Asean Countries on Adult Education, **Singapore**, 1972, **170**

Conference on How Community Centres Can Help to Promote a Healthy Community, **Singapore**, 1968, **133**

Content analysis of **Nanyang Siang Pao**, **48**

Daniel, Roy O, **134, 207**

Distribution of textbooks in Singapore, **88**

Documents accessions list of the East-West Communication Institute, **9**

The dynamics of one-party dominance; a study of five Singapore constituencies, **206**

The early Chinese newspapers of Singapore, 1881-1912, **45**

Early Malay journalism: Jawi Peranakan and the first Malay newspapers, **58**

Early printing in the Straits Settlements, 1806-1858, **80**

East-West Communication Institute, **9**

Ecafe, **Population Division**, **25**

The economics of textbook publishing in Singapore, **89**

Education and research in mass communication in Singapore, **152**

Education in ten Asian countries, **161**

Educational publishing in Singapore, **91**
Educational technology and the developing countries; a handbook, **158**
Educational Television in Singapore, **171**
Elites and national development in Singapore, **24**
Enter the Utusan; Malay journalism in the 20's and 30's, **59**
Espejo, Ma. Cristina Y, **10**
ETV, **220**
Exposure to advertising media in Malaya, **196**

Far East Research Organisation Ltd., **196**
Fifty years of Chinese journalism in Singapore and Malaysia, **51**
Films without tears, **172**
First Singapore International Book Fair, **95**
Foster, Rev. Robert, **87**
Freedom of the press in developing countries, **56**

General survey of the business of mass communications in Singapore (Nov. 1971 - Mar. 1972) Interim report, **43**
George, T J S, **26**
Geraghty, J Gordon, **152**
Gibbons, D S, **27**
Gillespie, Robert W, **137**
Glattbach, Jack, **49, 50**
Goh, Michael, **88**
Gopinathan, S, **89**
Green, Timothy, **109**

Harris, H T B, **28**
Hassan, Abdul, **90**
Hassan, Riaz, **29, 30, 208**
Historical account of the Chinese press, **46**
Hodgkin, M C, **209**
Howe Yoon Chong's comments on communication, **31**
Hsu, Yun Ts'iao, **51**
Hu, Chiao, **52**
Huang, Raymon T H, **173, 197**
Human communication factor in development of economic and social progress, **207**
Husband-wife communication and family planning in Singapore; survey questionnaire, **20**

ILO/Unesco/Birpi, **123**
Indians in Malaysia and Singapore, **44**
International Press Institute, Zurich, **53**
International tourism and intercultural communication: the case of Japanese tourists in Singapore, **208**
Introducing Cepta Television — the Centre for Production and Training for Adult Education Television, **174**
Isaacs, John, **91**
Island Malays, **21**
Ismail bin Hussein, **92**

Jesudason, S E, **93**
Josey, Alex, **94, 124**
Judgment: a warning to correspondents, **94**

Kanagaratnam, K, **135**
Kanayson, A, **54**
Koh, Joo Leng, **153**
Kuan, Chu-pu, **55**
Kuo, Eddie C Y, **210**
Kwa, Chong Guan, **136**
Kwong, Lup Peng, **175**

Language learning and ETV in Singapore, **191**
Lau, Siew Keng, **211**
Laws and treaties of the world on the protection of performers, producers of phonograms and broadcasting organisations, **123**
Learning through modules, **165**

Lee acts to eradicate press "poison", **124**
Lee, C K, **198**
Lee, Kuan Yew, **56, 57**
Lee Kuan Yew versus the press, **60**
Lee Kuan Yew's Singapore, **26**
Legal and social status of women in Singapore, **32**
Levin, Harry L, **137**
Lian, Fook Shin, **154, 176**
Life styles compared: squatters and public housing residents, **38**
Liew, Maureen Eng Neo, **138, 139**
Lim, Lena, **32**
Lim, Patricia Pui Huen, **12, 13**
List of Cepta TV films, **121**
List of theses; studies on mass communication in Asia, **6**
Loh, Margaret, **140, 141**

Malay film industry in Singapore and Malaysia, **119**
Malayan Advertisers Association, **199**
Malaysia-Singapore media annual 1971-72, **40**
Malaysian newspapers currently published, **11**
Many sharing in Cepta TV's Pacific project, **177**
Marina, Samad, **58, 59**
Mass media and its role in developing countries, **57**
The mass media and nation-building, **136**
Mass media and social psychology, **215**
Mass media in human development in Asia, **22**
Mass media in non-formal education, **178**
Mass media in Singapore, **49**
Mass media of Malaya and Singapore as of 1965: a survey of the literature, **39**
A massive national effort in communication participation for the promotion of family planning (the National Family Planning Campaign 1972), **140**
Media Asia; an Asian mass communication quarterly, **221**
Media directory 1976/77 — Singapore, Malaysia & Brunei, **13**
Miscellaneous documents, pamphlets, etc. regarding Cepta Television, **160**
Moore, Donald, **95, 96**
Motivation and opinion survey of visitors to Singapore, **214**
Moving into the international market in children's book publishing, **83**

Namasivayam, S, **179, 180**
National Library Holdings on microfilm — Singapore and Malaysian newspapers in English, **16**
National policies of library, documentation and information services in Singapore: a country report, **105**
National Seminar on Educational Innovation and Technology, **Singapore**, 1969, **181**
The new mission of the People's Association in the seventies; its role in the stimulation of public opinion, **146**
Newspaper and printing press act, **127**
Newspapers of Singapore, 1824-1914, **54**
Newspapers published in the Malaysian area with a union list of holdings, **12**
Ng, Poh Chuen, **10**
Ng, Yew Kang, **142**
Nylti Journal, **222**

Ong, Boon Geok, **33**
Ong, Teong Hean, **99**
Overhead projection techniques, **182**

Overseas audience research report: survey of listening in Singapore and Malaya, 1959, **108**

Papers of the Communications Seminarette, **Singapore**, 1975, **169**

Papers of the Conference of Asean Countries on Adult Education, **Singapore**, 1972, **170**

Papers of the Conference of How Community Centres Can Help to Promote a Healthy Community, **Singapore**, 1968, **133**

Papers of the Seminar on Mass Communications and Production Management, **Singapore**, 1976, **35**

Penerbitan buku2 dan majallah2 Melayu di-Singapura di-antara bulan September 1945 dengan bulan September 1958, **77**

Pengerang2 Melayu di-Singapura sa-lenas Perang Dunia II (1948-58), **92**

People's Association, **Singapore**, **143**

Perumbulavil, Vilasini, **97**, **98**

Photography — an aid to teaching, **189**

Political tutelage in rural Singapore: the measurement and analysis of the cognitive political culture of some Chinese farmers, **27**

Polsky, Anthony, **60**

Power of the PR weapon, **205**

Practice of public relations: the Singapore scene, **198**

Press Foundation of Asia, **41**

Press in Malaysia and Singapore, **73**

Press in Singapore, **61**

Press list 1960-, **66**

Press-police relations on the rocks, **62**

Press; through a glass ... distortedly, **65**

Pretesting and evaluation of educational materials used in family planning programme in Singapore with special emphasis on exhibition and printed material, **132**

The print and broadcasting media in Singapore, **72**

Printers and publishers act, **128**

The printing and allied trades in Singapore, **82**

Printing in Singapore and the United States: some similarities and contrasts, **81**

Proceedings of the Asian Advertising Congress, **6th**, **Kuala Lumpur** and **Singapore**, 1968, **194**

Proceedings of the Cepta TV Association Council Meeting, **Bangkok**, 1974, **162**

Proceedings of the Cepta TV Association Meeting, **2nd**, **Singapore**, 1976, **163**

Proceedings of the Workshop on the Problems of Book Production and Distribution, **Singapore**, 1966, **106**

Progress of ETV in Singapore, **190**

A proposal for a comparative study of communication and related factors affecting husband-wife communication and the practice of family planning in Iran, India, the Philippines and Singapore, **25**

Public entertainment act, **129**

Public housing in Singapore: a multi-disciplinary study, **37**

Publishing problems needing the cooperation of the government, **96**

Radio and population control in Singapore, **138**

Radio and television in Singapore, **110**

Radio Singapore; a story of progress, 1945-1959, **111**

Radio Television Singapore, **112, 113**
Ramachandran, R, **99**
Rao, Bhanoji, V V, **108**
Rediffusion Times, **223**
Regional course and seminar in broadcasting training techniques — Kuala Lumpur, **153**
Regional Seminar on Book Publishing, **Singapore, 1969, 100**
Report of Ceto educational television training course held in Singapore, 1967, **155**
Report of the Board of Film Censors (Singapore and Federation of Malaya), **120**
Report of the Committee appointed to examine the possibility of introducing television in Singapore, **115**
Report of the seminar held in Singapore on 7th-8th July, 1969, **181**
Report of the Seminar on What the Industrial and Commercial Sectors Should Know About Our Newspapers, **Singapore, 1975, 64**
Report on a readership survey, **107**
A responsible press, **147**
A review of advertising in Singapore and Malaysia during early times, **193**
Reynolds, Robert P, **34**
The role of Singapore's community centres in development communication, **134**
Rose, Ernest D, **18**
Rosenthal, Newman, **183**

Sato, K, **114**
Saw, Teik Chye, **155**
Scholarly publishing in Singapore, **86**
Science and instant mass communication, **216**
Seah, Chee-meow, **144**
Seek first the needs, **183**
Select list of mass communication periodicals, **10**
Seminar on Mass Communications and Production Management, Singapore, 1976, **35**
Seminar on mass media in Singapore, July 18, 1971, **75**
Seminar on the use of the video cassette recorder, **179**
Seminar on What the Industrial and Commercial Sectors Should Know About Our Newspapers, Singapore, 1975, **63**
Sems — ABC tele-link, **184**
Sems — on ETV success, **185**
Seow, Paul, **186, 216**
Seow, Peter, **187**
Sharp, Ilsa, **64, 65**
Sin Chew Jit Poh facts and figures 1973, **200**
Singapore. **Committee appointed to examine the possibility of introducing television in Singapore, 115**
Singapore. **Dept. of Broadcasting, 116**
Singapore. **Dept. of Broadcasting. Research Unit, 14**
Singapore. **Laws, statutes, etc., 125, 126, 127, 128, 129, 130**
Singapore. **Legislative Assembly, 131**
Singapore. **Ministry of Culture, 16, 66**
Singapore. **Ministry of Culture, Publicity Division, 42**
Singapore. **National Library, 16**
Singapore. **National Statistical Commission, 17**
Singapore Tourist Promotion Board. **Research Dept., 214**
Singapore as seen through the American press, **211**
The Singapore book scene: an outsider's view, **90**
Singapore Book World, **224**

The Singapore Educational Media Service Instructional Materials Library, **84**

Singapore ETV has wide reach, **187**

Singapore ETV service: looking ahead, **176**

Singapore Family Planning & Population Board, **145**

The Singapore government and the press, **53**

Singapore government press statement on the detention of senior executives of **Nanyang Siang Pao, 68**

Singapore government press statement on the **Eastern Sun, 67**

Singapore in a technological age, **159**

Singapore, Malaysian press still "oppressed", **50**

Singapore: meeting the test, **135**

The Singapore national family planning and population programme, 1966-1973 with special reference to communication programme, **141**

Singapore 1971-1975, **15**

Singapore '72, **42**

Singapore Press Club, **69**

Singapore Press Club handbook, **69**

The Singapore press: its role in a multi-racial city-state, **70**

Singapore shows how to control the press — buy it, **47**

Singapore waves the muzzle, **65**

Sixth Asian Advertising Congress; Malaysia and Singapore, **201**

Slide-tape presentation in the classroom, **180**

Social development in Singapore, **7**

Social pollution; with special reference to Singapore, **212**

Social psychological basis for the popularity of "sword fighting" films, **122**

Social status and bureaucratic contacts among public housing tenants in Singapore, **29**

Social stratification in Singapore, **213**

The social structure of the resettled Malay community in Geylang Serai, Singapore, **33**

A sociolinguistic profile of Singapore, **210**

A sociological study of neighbourliness, **23**

Soh, Tiang Keng, **70, 71**

Some sociological implications of public housing in Singapore, **30**

Soon, Low Boon, **146**

Southeast Asian Journal of Social Science, **225**

Southeast Asia Press Centre, **72**

The Souvenir issue of the tenth anniversary of the **Sin Chew Jit Poh, 55**

SRM media index 1970-, **204**

Staff conference papers, **143**

The story of broadcasting in Singapore during the Japanese occupation, **114**

The Straits Times marketing index, **202**

The Straits Times Press, **201, 202**

The Straits Times Press. **Research and Statistical Dept., 203**

Summary of evaluation returns ETV Singapore, **188**

Sung, Ming Sun, **101, 122, 215**

A survey of newspapers in Singapore today, **71**

A survey of non-formal education in Southeast Asia and the role of media, **164**

A survey of the reading habits of secondary school students, **102**

A survey of the reading habits of students of the Anglican High School, **103**
A survey on the reading habits of Nanyang University undergraduates, **101**
Survey Research Malaysia, **204**

Tai, Ching Ling, **7**
Tan, Chek Sian, **189**
Tan, Cheng Guan, **145**
Tan, Katherine Kwan Siu, **117**
Ta , Peng Siew, **73**
Tan, See Lai, **190**
'ang, Ming, **74**
The teaching and training of communication in Singapore, **157**
Television and the teacher, **186**
Television Singapore — tenth anniversary 1963-73, **112**
Ten eventful years of television in Singapore, **118**
Ten television years of Radio Television Singapore (RTS); a radio script, **113**
Three more each second, **149**
Thomson, George G, **104, 148**
Too many people, how can broadcasting help? **139**
Training in TV advertising from the Singapore viewpoint, **173**
TV and Radio Magazine, **226**
Twenty years of journalism in Singapore after World War II, **52**
Unesco, **19**
Undesirable publications act, **130**
The universal eye; world television in the seventies, **109**
University of Singapore Students Union, **75**
The use of new media for educational purposes in the commonwealth, **169**
The use of radio in family planning, **137**
The use of tape in teaching, **166**
Using television for promotion of cultural growth in multi-ethnic societies: proposals for new directions in Singapore, **117**
Utusan Melayu sepuloh tahun, **76**

Video recording: its technology and technique, **167**
Voelker, Gottfried, **7**
Voluntary workers; the key to mass participation, **142**

Wade, Lauren, **205**
Wan, Fook Kee, **150, 151**
Wee, Joo Gim, **105**
Wong, Soon Chong, **43, 156, 157**
Woon, Doris, **190**
Woon, Ho Thye, **192**
Workshop on creative writing at the National Library, **99**
Workshop on the Problems of Book Production and Distribution, **Singapore,** 1966, **106**
World communications, a 200 country survey of press, radio, television and film, **19**
World film and television study resources; a reference guide to major training centres and archives, **18**

Yap, Boh Tiong, **36**
Yearbook of statistics 1974/75, **17**
Yeh, Stephen H K, **37, 38**
Yeung, Yue-man, **38**
Yoong, Theresa, **140**
You, Poh Seng, **107**
Yusoff bin Ishak, **76**